

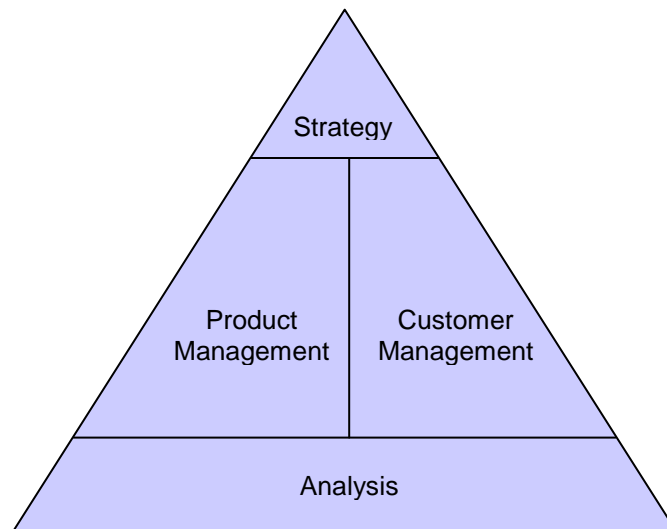
The Customer and Product Management Concentration

Overview

The Customer and Product Management (CPM) concentration builds skills in traditional product management – including branding, new product development and product line management – alongside emerging customer-centric marketing topics of one-to-one marketing, customer lifecycle management, and customer lifetime value analysis. The philosophy of the concentration is simple: to be effective marketing leaders in today's complex and competitive environment, managers must view both products/services as well as customers as assets.

The courses comprising the concentration build skills in each of four key areas:

- Customer Management examines cutting edge topics as one-to-one marketing, data mining, customer profitability, customer acquisition, customer development and customer retention. The concentration extends relationship marketing, a popular 1990s approach to marketing, to incorporate sophisticated data analysis evaluating customer profitability and lifecycle management.
- Product Management involves the development of new products and management of existing products and encompasses both goods and services in traditional markets as well as technology-intensive.
- Marketing Strategy examines decisions facing managers concerning market selection, entry timing, positional advantage to be pursued, positioning, targeting, and execution approach in domestic as well as global markets.
- Market Analysis builds skills in critically analyzing brand, market and firm level data to guide marketing decisions; familiarizes students with data sources, tools and techniques in common use; and the building and use of marketing models.



Concentration Leader

The coordinator for the Customer and Product Management concentration is Valarie Zeithaml, who can be reached at valariez@unc.edu or at (919)-962-8214. Faculty members teaching in the concentration include: Sridhar Balasubramanian, Barry Bayus, Pradeep Bhardwaj, Katrijn Gielens, Rich Gooner, Michelle Hunt, Morgan Jones, Tarun Kushwaha, Mark McNeilly, Dave Roberts, Federico Rossi, Jan-Benedict Steenkamp, Bob Stevens and Valarie Zeithaml.

Concentration Leader: Valarie Zeithaml
Curriculum Advisor: Valarie Zeithaml
Career Advisor: Career Management Center

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Concentration Requirements

In addition to core courses required of all students, CPM students must choose six courses from the following:

Required Courses

- MBA 765, Marketing Research
- MBA 741G, Global Marketing
- MBA 753, Brand Strategy
- MBA 753B, Retail and Channel Management
- MBA 743, Customer Relationship Strategy and Practices
- MBA 748A, Marketing Analysis and Decision Making (previously titled Marketing Analytics)
- MBA 753A, Product Management (previously numbered MBA 766)
- MBA 754A, Innovation & Product Development
- MBA 763, Marketing Models
- MBA 760, Pricing
- MBA 847, Sales
- MBA 751, Services Marketing
- MBA 749, Health Care Marketing
- MBA 744 Entrepreneurial Marketing
- MBA 747, Marketing Strategy
- MBA 748, Marketing Analysis and Decision Making*

*Not offered 2008-09

Sample Concentration Sequence

Year One				
	Module I	Module II	Module III	Module IV
Required	MBA Core Curriculum		MBA Core Curriculum	
Electives	n/a		-Product Mgmt -Sales -Global Marketing	-Pricing -Mktg Research -Mktg Models -Brand Strategy -Sales Management

Year Two				
	Module I	Module II	Module III	Module IV
Electives	-Mktg Research -Innovation & Product Development -Sales Management -Retail and Channel Management -Services Marketing	-Customer Relationship Strategy and Practices -Product Mgmt -Health Care Mktg -Marketing Strategy	-Product Mgmt -Sales -Global Marketing	-Pricing -Mktg Research -Mktg Models -Brand Strategy -Sales Management