

MBA 624 Technology in Marketing

Course Description

This course is designed for students who are interested in learning how contemporary technological advances transform the art and science of marketing. The new media is here to stay. To be effective as a marketer, it is critical to consider new ways of reaching potential customers and retaining the existing ones. The world of marketing is changing in front of our eyes. Those who cannot adapt will be cast aside.

New multimedia, wireless, internet, and other advanced technical capabilities will be examined and incorporated into interactive decision-making modeling exercises designed especially for this course.

This course also provides students with an appreciation of both the strategic and tactical value of competing on analytics. During this hands-on course, students will learn how to use database of customer information to build an effective set of integrated marketing programs.

Professor Bio

Professor Derek Podobas of Concordia University, teaches undergraduate and graduate level business courses at the School of Business. In addition, he is a CEO of ChicagoAnalytics™, a strategy and venture capital advisory firm based in Orange County, California. During his professional career he has held VP and Director level positions for Corporate Development, Engineering, and New Product Development with Fortune 500 multinational companies as well as with California based international start-ups. His educational credentials were earned at The University of Chicago (MBA in Finance and Corporate Strategy), American Graduate School of International Management (Masters in International Management), Illinois Institute of Technology (BS in Electrical Engineering), The Wharton School of Business (Executive Development Program)