MKTG 373: Monetization - Choosing a Business Model

This course examines the fundamental issues of creating a strategy for monetization and revenue growth within an organization. Students learn about setting an organization’s business model design, aligning various functional areas within the company to implement a monetization strategy, and the tradeoffs that occur when choosing amongst profitable monetization policies for the firm. They master concepts, frameworks, and tools to assess an industry and a firm's pricing strategy and business models, and to craft alternatives. They also study the interplay between marketing, salesforces, HR incentives and human capital management, advertising and data and analytics in shaping a winning monetization policy. Topics we will cover include monetizing online content and strategies in ad-driven industries, understanding freemium models and installed-base competition, monetization of consumer data, privacy considerations and the privacy economy, business models from the perspective of investors and venture capitalists, regulatory considerations, and linking monetization to the ability to measure and capture value. We will use a mix of cases and lectures along with extensive participation from industry leaders to bring to light the various issues in class.

Units: 4 | Grading: GSB Letter Graded
Instructors: Nair, H. (PI); Thygesen, A. (SI)

Schedule for MKTG 373
SCHEDULE SECTIONS

2014-2015 Spring
- MKTG 373 | 4 units | Class # 31054 | Section 01 | Grading: GSB Letter Graded | CAS
- 04/02/2015 - 06/02/2015 Tue, Thu 1:15 PM - 3:00 PM with Nair, H. (PI); Thygesen, A. (SI)
- Instructors: Nair, H. (PI); Thygesen, A. (SI)

Notes: No Exam. Case and Problem Discussion. All + waitlist must attend. Absences impact grade. P/F Allowed with Permission of Instructor. Open to MBA and MSx students. Participation 25% Project/Paper 75%. 3 Group 1 Individual Projects/Papers. Not Open to Non-GSB Students.