

# Marketing

COURSE ID	COURSE TITLE
LSM515	Understanding the Digital Marketing Landscape and the Customer Funnel
LSM516	Assessing Opportunities in Paid Digital Media
LSM517	Assessing Opportunities in Owned Digital Media
LSM518	Implementing an Integrated Digital Marketing Plan
LSM521	Essentials of Marketing Strategy
LSM522	Applied Marketing Strategy and Decision-Making Tools
LSM523	Marketing Research & Analysis
LSM524	Creating and Communicating the Value of your Brand
LSM525	Introducing New Products: Successes and Failures
LSM526	Distribution Strategy and International Marketing
LSM556	Optimizing Digital Advertising with Analytics
LSM551	Measuring Customer Preferences
LSM552	Analyzing Segmentation and Targeting
LSM553	Using Data for Positioning Brands
LSM554	Predicting and Managing Customers'™ Lifetime Value
LSM555	Market Response Modeling