Greetings,

The marketing area at Fordham University’s Gabelli School of Business is a thriving, dynamic force for academic excellence and managerial relevance. Our faculty continuously conducts high-quality academic research that seeks to address cutting-edge managerial challenges and opportunities.

Managerial relevance and academic impact are at the core of our collective approach to research and teaching. All of our faculty members have made the transition from a professional career into academia, maintaining their industry connections as they developed into expert researchers. These connections are inherent in our hands-on and applied teaching approaches and reflected in our recent graduates’ success across industries as decision-makers, experts, and consultants.

Over the years, marketing faculty members have conducted diverse research and consulting projects with companies such as GE Capital, Coca Cola, PepsiCo, Mercedes Benz, Thomson Reuters, Duracell, Brother International, Food Network, Sony Music, and State Farm Insurance.

This handbook provides information about each marketing faculty member, including his or her research interests, expertise, professional experience, and past consulting projects. If you see an avenue where our faculty expertise can be helpful to you or your company, I encourage you to contact me at kabadayi@fordham.edu or reach out to a faculty member directly.

Please also accept this handbook as an open invitation to share your ideas and suggestions for possible collaborations and joint projects with our area and/or individual faculty members. We are looking forward to hearing from you!

Sincerely,

Sertan Kabadayi, PhD
Area Chair, Marketing
Associate Professor of Marketing

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RESEARCH INTERESTS
- Consumer satisfaction and its relationship to customer loyalty & firm performance
- Customer relationship management
- Managing customers as assets

RECENT PUBLICATIONS
Journal Articles

Books

*New York Times and USA Today Bestseller.

CONSULTATIONS/PROJECTS
Dr. Aksoy has provided executive training and consulting on customer satisfaction measurement, customer loyalty management and customer relationship management to Filene Research Institute, Credit Unions and other companies including Colgate-Palmolive, Sony, Ford, Pfizer, AC Nielsen, L'Oreal. Professor Aksoy is a keynote speaker at academic and industry conferences and has presented in Belgium, China, Egypt, Greece, Jordan, Peru, Sweden, the Netherlands, Turkey, the United Arab Emirates, the United Kingdom and the United States.

PROFESSIONAL EXPERIENCE
Dr. Aksoy worked as Research Associate at International Center for Applied Studies in Information Technology and Analyst at Alarko Holding. She was associate professor of marketing at Koc University in Istanbul Turkey prior to joining Fordham University.

AWARDS
Dr. Aksoy’s research on the importance of loyalty has received more than a dozen prestigious scientific awards.
2012- Dr Aksoy received one of the most prestigious business and management awards in Turkey: the Management Honor Award (Yönetim Onur Ödülü), a lifetime-achievement award for research contributions that affect management across international boundaries.
2007- Dr. Aksoy was recognized as the top young scientist in Turkey by the Junior Chamber International, winning the TOYP Award for Scientific Leadership.

EDUCATION
- PhD: Marketing, University of North Carolina at Chapel Hill, Kenan-Flagler Business School.
- Masters: George Mason University, Fairfax, Virginia.
- Bachelors: Business Administration, Hacettepe University, Turkey, B.Sc.
ALEXANDER BUOYE, PhD

RESEARCH INTEREST
- Customer satisfaction, loyalty and firm performance
- Share of wallet
- Marketing modeling and analytics

RECENT PUBLICATIONS
Journal Articles

Books
  *New York Times and USA Today Bestseller.

CONSULTATIONS/PROJECTS
During his 15 years working in the marketing research and database analytics industries, Dr. Buoye worked closely with marketing and analytical teams at several Fortune 500 companies, most notably Walmart and Microsoft, Mastercard, Visa, Diner’s Club International.

PROFESSIONAL EXPERIENCE
Prior to joining the Fordham faculty, Dr. Buoye was head of loyalty analytics and SVP at Ipsos Loyalty, where he spent seven years overseeing all advanced analytics for the U.S. loyalty practice. Before that, he spent five years in the decision sciences group at Experian, a leading marketing information services provider.

AWARDS
2013- Co-recipient of the Best Practitioner Award at the 22nd Annual Frontiers in Service conference.

EDUCATION
- PhD: Sociology (Sociology of Education and Social Psychology), University of Notre Dame.
- Masters: Sociology, University of Notre Dame.
- Bachelors: Business Administration (Marketing), University of Notre Dame.
MARIANA CARNEVALE, PhD

RESEARCH INTERESTS
- Sensory marketing
- The role of language in consumer behavior
- Psycholinguistic approach to branding
- Consumer brand relationships

RECENT PUBLICATIONS

CONSULTATIONS/PROJECTS
Dr. Carnevale has worked as a consultant/analyst for Express Scripts (formerly Medco Health Solution) during 2011 and 2012.

PROFESSIONAL EXPERIENCE
Dr. Carnevale has worked in the consumer packaged goods industry for Kraft Foods, as well as in the publishing industry (Arnoldo Mondadori).

AWARDS
2011- AMA-Sheth Foundation Doctoral Consortium Fellow, Oklahoma State University.

EDUCATION
- PhD: Business Administration (Marketing), City University of New York, Baruch College.
- Masters: M.Phil. Business, Baruch College, City University of New York.
- Laurea Business Administration (equivalent to BS and MS), Marketing, Bocconi University.

mcarnevale3@fordham.edu
http://www.fordham.edu/marina-carnevale
RESEARCH INTEREST
- Strategic planning
- Market research

CONSULTATIONS/PROJECTS
Dr. DiLorenzo began her marketing career in the executive buying program at Lord and Taylor, worked as a marketing sales representative at Mobil Oil Corporation, and was a training representative at Dale Carnegie. Her marketing experience led her to establish JRD Communications, through which she has been a consultant for more than 25 years. Her past clients include Ralph Lauren, Canon, MCI, Time Warner, DeCicco and Sons Family Market, and many startups.

PROFESSIONAL EXPERIENCE
In addition to Fordham, Dr. DiLorenzo taught marketing at St. John’s University, where she served as assistant to the dean and developed an internship program.

AWARDS
2015- the Cura Personalis Award
2007- Businessweek’s Professor of the Year
1999 & 2000- won numerous Fordham teaching honors, including the Dean’s Award for Teaching Excellence.

EDUCATION
- EdD: Columbia University.
- Masters: MBA, Marketing, Hofstra University; MEd, Columbia University.
- Bachelors: Long Island University.
RESEARCH INTEREST
- Financial services marketing
- Pricing
- Service quality management
- Customer satisfaction

RECENT PUBLICATIONS
Journal Articles

Books
- Estelami, Hooman (2012), Marketing Financial Services, Indianapolis, IN: Dog Ear publishing.

CONSULTATIONS/PROJECTS
Dr. Estelami has served as a consultant to several leading financial-services companies: GE Capital, State Farm, Chase Insurance Agency and Standard & Poor’s. Dr. Estelami is also the editor of the *International Journal of Bank Marketing*.

AWARDS
Dr. Estelami has received national awards for his research and teaching as well as several honors from Fordham, including the Gladys and Henry Crown Award for Academic Excellence in 2000, 2002 and 2009, and the Stanley Fuchs Teaching Award in 2010.

EDUCATION
- PhD: Business Administration (Marketing), Columbia University.
- Masters: M.Phil. (Marketing), Columbia University. MBA: McGill University.
- Bachelors: Computer Science and Mathematics, Coe College.

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RESEARCH INTEREST
- Global marketing
- Retailing
- Consumer response to pro-social marketing

RECENT PUBLICATIONS

CONSULTATIONS/PROJECTS
Dr. Flicker has a blend of retailing, global marketing and advertising experience, consulting for JCPenney.

AWARDS
2000- Distinguished educator award from Direct Marketing Education Foundation
1999-2002- served as a judge for the Direct Marketing Association’s Echo Award competition.

PROFESSIONAL EXPERIENCE
With colleagues in Fordham’s marketing area, Dr. Flicker co-founded the Center for Positive Marketing, which promotes the message: satisfying customer needs to create value for the customer, the firm, and society, marketing can be a force for good. In addition to the Gabelli School of Business, Dr. Flicker has taught at the Wharton School, New York University and LaSalle College. She was instrumental in leading Fordham's undergraduate Honors Thesis Program and in launching the master of science in business enterprise degree.

EDUCATION
- PhD: Wharton School of University of Pennsylvania.
- Masters: Wharton School of University of Pennsylvania.
- Bachelors: Cornell University.

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**RESEARCH INTEREST**
- Economics of services, retailing, and distribution
- Innovation in business and energy
- Choice models and decision-making under uncertainty
- Optimization of marketing decisions

**RECENT PUBLICATIONS**

**Books**

**CONSULTATIONS/PROJECTS**
Microsoft, Goldman Sachs, Deutsche Telekom, France Telecom, Cable & Wireless, Hungarian Telecom (MATAV), Beijing Telecom, T-Mobile USA, among others.

**PROFESSIONAL EXPERIENCE**
Dr. Gautschi’s career spans academe and business: He has served on the faculties of Cornell University, INSEAD, Yale University, the University of Washington and Rensselaer Polytechnic Institute, and he has founded three companies in software development and marketing analytics. As a firm director, he served from 1999 to 2003 as one of six leaders of the e-business practice of Deloitte & Touche, LLP.

**EDUCATION**
- PhD: Business Administration, University of California, Berkeley.
- Masters: Quantitative Methods Concentration, University of Oregon.
- Bachelors: Mathematics, University of Maine.

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http://www.fordham.edu/david-gautschi
AHIR GOPALDAS, PhD

RESEARCH INTERESTS
- Brand strategy
- Consumer trends
- Corporate social responsibility
- Cultural branding
- Diversity marketing
- Social innovation
- Qualitative research methods

RECENT PUBLICATIONS

Journal Articles

Book Chapters

CONSULTATIONS/PROJECTS
American Marketing Association, Bristol-Myers Squibb, IMS Health, PDC Brands USA, Prestige Brands.

PROFESSIONAL EXPERIENCE
Prior to his academic career, Dr. Gopaldas held cross-functional roles at Bristol Myers Squibb, IMS Health, and The Princeton Review.

AWARDS
2015- Gabelli School of Business Dean’s Award for Excellence in Research.
2015- Fordham University Marketing Area Award for Excellence in Research.
2011- MMA Outstanding Teacher-Scholar Doctoral Student Award.
2010- ACR and Sheth Foundation Dissertation Award, Public Policy Research.
2004- Drexel University Beta Gamma Sigma Honor Society.

EDUCATION
- PhD: Marketing, York University.
- Masters: Finance and Marketing, Drexel University.
- Bachelors: Systems Engineering, University of Pennsylvania.
ALBERT GRECO, EdD

RESEARCH INTEREST
- Consumer behavior
- Book and publishing industry marketing trends
- Cultural industries marketing trends
- Retail industry marketing trends
- Financial industry marketing trends

RECENT PUBLICATIONS

Journal Articles

Book Chapters

CONSULTATIONS/PROJECTS
Dr. Greco has consulted about the book industry for the NEA, financial service companies, consulting companies and publishing firms. He is working on a business history of the U.S. book industry since 1980.

PROFESSIONAL EXPERIENCE
Universities in the United States and abroad have made his publications required or recommended reading for their undergraduate or graduate students, among them Columbia, Northwestern, UCLA, Harvard, Brown, Rochester, Virginia and Georgetown. His research has appeared in Harvard Business School cases. His papers have been presented at the World Bank, Harvard University, Cambridge and Oxford Universities, the Library of Congress and the U.S. Department of Commerce.

EDUCATION
-PhD: New York University.
-Masters: M.A. Duquesne University.
-Bachelors: B.A. Duquesne University.

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http://www.fordham.edu/albert-greco
RESEARCH INTEREST
- Uses of improvisation to develop adaptive marketing strategy
- Market orientation and competitive advantage
- Impact of creativity in digital marketing environments
- Software adaptation as an expression of organizational learning
- Marketing and technology evolution

RECENT PUBLICATIONS
- Johnson, Peter and Joao Neves, Organization Management Journal, (publication pending) "An Investigation into Organizational Improvisation and Market Orientation: Perspectives from Five CEOs."

CONSULTATIONS/PROJECTS
- Organizational improvisation planning and training for Marketmaker Capital
- Economic impact study of Fashion Week on the Lincoln Square market
- Sales training for entrepreneurs at General Assembly, New York
- Programming & ratings projection analysis for Food Network cable television
- Brand valuation and development for Cardiology Research Foundation

PROFESSIONAL EXPERIENCE
Prior to entering academia, Dr. Johnson was a managing partner at Marketmaker Capital, an investment firm that specializes in raising capital for technology companies. He also worked as a senior executive at Bozell, Jacobs, Kenyon and Eckhart and at Grey Advertising in New York. He created integrated marketing campaigns for global clients in consumer goods, financial services, government services and industrial equipment. In 1995, he was part of a management team that built one of the first Internet e-commerce and advertising firms, Poppe-Tyson/Modem Media. He also helped lead US Interactive to a successful IPO in 1999.

EDUCATION
- DPS: Doctor of Professional Studies: Lubin School of Business, Pace University.
- Bachelors: BA in Economics, Northwestern University.
RESEARCH INTEREST
-Multichannel service management
-Multiple distribution channel systems
-Multichannel complexity and integration quality
-Website trust and loyalty

RECENT PUBLICATIONS

CONSULTATIONS/PROJECTS
Dr. Kabadayi advised and managed various consulting projects with companies including Thomson Reuters, Brother International, Prestige Brands, Israel Discount Bank among others.

PROFESSIONAL EXPERIENCE
Prior to pursuing his PhD, Dr. Kabadayi worked as a sales coordinator and product manager for Philips Electronics and, subsequently, as a product and brand manager for Electrolux Home Appliances. He was actively involved in developing new marketing strategies for the latter company's Electrolux and AEG home appliance brands and repositioning them in the Turkish market.

AWARDS:
2015- Gabelli School of Business, Faculty Service Award.
2012 & 2013- The Marketing Area Excellent in Teaching Award.
2011- The Gladys and Henry Crown Award for Faculty Excellence.
2011- The Stanley Fuchs Faculty Award.
2004- Baruch College, Zicklin School of Business *Dean’s Office Teaching Excellence Award*. 

EDUCATION
-PhD: Marketing, Baruch College, City University of New York.
-Masters: MBA in Marketing, Yeditepe University, Istanbul, Turkey.
-Bachelors: Political Science and International Relations, Bosphorus University, Istanbul, Turkey.
LUKE KACHERSKY, PhD

RESEARCH INTEREST
- Brand name construction
- Price framing

RECENT PUBLICATIONS

CONSULTATIONS/PROJECTS
Research Director, Center for Positive Marketing at Fordham University.
Revlon Love Study – Joint project with MediaCom to qualitatively explore and quantitatively test the impact of cosmetics rituals on women and their romantic relationships.

PROFESSIONAL EXPERIENCE
Prior to pursuing his academic career, Dr. Kachersky worked in his family’s retail operation, where he learned the value and nuances of creating long-term, profitable relationships with customers, thus beginning a lifelong passion for marketing and its ideals.

AWARDS
2011– The Academy of Marketing Science Outstanding Teacher Award.
2010– The Gabelli School of Business, Cura Personalis Award.

EDUCATION
- PhD: Business Marketing, City University of New York, Baruch College.
- Masters: MBA, St. John’s University.
- Bachelors: BS, Marketing, St. John’s University.

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http://www.fordham.edu/luke-kachersky
LAWRENCE KING, PhD

RESEARCH INTEREST
- Assessing global educational initiatives
- Doing business in China
- Consumption lifestyles

PROFESSIONAL EXPERIENCE
Dr. King has traveled extensively around the world and has worked with a diverse range of global businesses, including: Westinghouse, JC Penney and the Zhangjiagang Free Trade Zone, Jiangsu Province, China.

EDUCATION
- PhD: Michigan State University.
- Masters: Colorado State University.
- Bachelors: Colorado State University.
YULIYA KOMAROVA, PhD

RESEARCH INTEREST
-Moral judgment and regulation in the marketplace
-Consumer deviance and well-being
-Affect and information processing

RECENT PUBLICATIONS

CONSULTATIONS/PROJECTS
Dr. Komarova has presented her research to organizations such as the Association for Consumer Research, Society for Consumer Psychology and American Marketing Association.

AWARDS
2008– The Best Conference Paper Award at the American Marketing Association Conference.

EDUCATION
-PhD: University of South Carolina.
-Masters: Columbus State University.
-Bachelors: Columbus State University/Novosibirsk State Academy of Telecommunication and Information Sciences.

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http://www.fordham.edu/yuliya-komarova
RESEARCH INTERESTS

- The impact of words and other components of language on consumer memory and the consumer-brand relationship.
- Bilingualism and cross-cultural aspects of language processing within a consumer context.
- Psycholinguistic, sociolinguistic and cultural approaches to branding, advertising, and the consumer experience.
- Socially responsible marketing and consumption.

RECENT PUBLICATIONS


CONSULTATIONS/PROJECTS

Prior to joining Fordham, Dr. Lerman served as a press attaché in the public relations department of a major political lobby in Paris and as a marketing and business development analyst at The Ferolie Group, a leading New York-area food broker. While at Ferolie, Dr. Lerman managed a number of major brands manufactured by corporations such as Van Den Bergh Foods, Kraft, Apple & Eve, McCormick and the James River Corporation, and she played a key role in variety of new product introductions.

Dr. Lerman remains an active marketing consultant and in-house corporate trainer. Her consultant and training practice primarily focuses on brand language auditing and the development and use of a brand's own language as a strategic asset. She has worked with clients such as HSBC, McCann-Erickson, Toyota, Foot Locker, Bauli, and F&G Re among others.

EDUCATION

- PhD: Business, Baruch College, CUNY.
- Masters: MBA in Marketing and International Business, New York University; M.Phil. in Business, Baruch College, CUNY.
- Bachelors: BA in French Language and Literature, Brandeis University.
TIMOTHY MALEFYT, PhD

RESEARCH INTEREST
- Sensory marketing  
- Trend analysis  
- Brand rituals  
- Retail anthropology  
- Consumer motivation  
- Ethnographic methodologies

RECENT PUBLICATIONS

Books
- Advertising and Anthropology: Ethnographic Practice and Cultural Perspectives, with Robert Morais, Oxford: Berg. (2012), listed as one of the 10 most innovative new marketing books by Expert Marketer Magazine.

Book Chapters

CONSULTATIONS/PROJECTS
Dr. Malefyt has led the Revlon project in the press, partnering with MediaCom, Consultancy for Vivaldi Partners, Ruth’s Chris steakhouse brand work.

PROFESSIONAL EXPERIENCE
Dr. Malefyt held senior positions in advertising agencies where, as a corporate anthropologist, he applied anthropological and cultural approaches to consumer research for developing brand and strategic insights.
As former vice president, director of cultural discoveries for BBDO Worldwide advertising in New York City, Dr. Malefyt led a global in-agency strategic research group for BBDO clients including financial services, food industry, packaged goods, health and beauty, automotive, digital communications and technology. His group also generated insights for: AT&T, Campbell's soup, eBay, FedEx, GE, Gillette, HBO, J&J, Masterfoods, New Balance, P&G and PepsiCo. Before leading the insight group at BBDO, Dr. Malefyt held a position as senior account planner at D’Arcy, Masius, Benton & Bowles advertising in Detroit, where helped generate insights for the successful relaunch of the Cadillac automobile brand.

EDUCATION
- PhD and Masters: Cultural Anthropology from Brown University.
- Bachelors: Psychology from Fordham College at Lincoln Center.
RESEARCH INTEREST
-Innovation diffusion, marketing new products and services
-Social contagion and social networks
-Agent-based modeling and simulation

RECENT PUBLICATIONS
Journal Articles

Book Chapter

PROFESSIONAL EXPERIENCE
Dr. Nejad’s industry experience, prior to starting his PhD, has been in both software development and marketing. He began his career as a software developer and later, he worked at CSG Systems and Bank of Montreal as a senior software engineer. In these positions he designed and developed software solutions related to customer management, billing, and data-management systems. He also cofounded an Information Technology company and subsequently served as the CEO. He has collaborated on research projects at the Enterprise Simulation and Optimization Lab and the FedEx Center for Supply Chain Management, two premier research centers within the FedEx Institute of Technology.

EDUCATION
-PhD: Business Administration - Marketing, The University of Memphis.
-Masters: M.S., Executive Management, Iran University of Science and Technology, Tehran, Iran.
-Bachelors: Computer Engineering, Sharif University of Technology, Tehran, Iran.

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http://www.fordham.edu/mohammad-nejad
GENEVIEVE O’CONNOR, PhD

RESEARCH INTEREST
- Services marketing  
- Healthcare market strategies  
- Product and brand management  
- Consumer behavior

RECENT PUBLICATIONS

CONSULTATIONS/PROJECTS
Dr. O’Connor has conducted research and provided expert consultation for healthcare projects and has more than 10 years of industry experience with Fortune 500 companies, including 3M, U.S. Surgical and Boston Scientific.

EDUCATION
- PhD: Management, Rutgers University, 2014.  
- Bachelors: Comprehensive Science, Villanova University, 1997.
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