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**MBM**  
**Marketing and Brand**  
**Management**

***“The purpose of a business is to create and keep customers”***

**Peter Drucker**

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# Why do new products fail?



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1. Failure to understand, and adapt the product to customer needs and wants
2. Picked the wrong market
3. Poor launch

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# Effective adaption to customer needs





# Compulsory theory course

MBM401B Consumer Behavior

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## Compulsory empirical methodology courses

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**MBM400A Research for Brand Decisions**

⊙ or

**MBM437 Introduction to Data Science for Marketing**

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## Compulsory advanced courses

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**MBM402B Brand Management**

or

**MBM433 Customer Analytics  
in a Digital World**

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## Marketing analytics

- ***MBM437 Introduction to Data Science for Marketing***
- ***MBM433 Customer Analytics in a Digital World***
- ***MBM436 Strategic Marketing Analytics for Digital Businesses***
- ***BAN402 Decision Modelling in Business***
- ***BAN404 Predictive Analytics with R***

## Marketing management and innovation

- ***MBM400A Research for Brand Decisions*** 
- ***MBM402B Brand Management***
- ***MBM428 Product Development and Design***
- ***MBM 431 Commercialization of Innovations***
- ***NBD413 Technology and Consumer Psychology***

# MBM: Tracks





## **Other core courses:**

**MBM432 Sustainable Marketing**

**INB423 International Marketing**

**MBM424 Marketing Communication  
Effectiveness**

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**In the MBM profile you develop a unique combination of creative and analytical skills!**

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# Welcome to MBM classes at NHH!

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