

Assignment 5 - MBA Marketing - Carla V Ritz

Short Answer (4 to 5 sentences)

1. What did you like about the class?

I found the whole topic of this class very interesting, as I personally would like to deepen my knowledge in marketing and see my future in this field.

I also found it very good that all materials were provided from the beginning so that you could do everything independently. This was very practical for me, as I was able to work ahead.

I also found that the assignments and the discussions had a very good scope.

2. What did you dislike about the class?

Personally, I find that you always take away more value from in-person classes.

However, since you already said that you don't live in NY and this class was changed very spontaneously, I can totally understand that.

Long Answer (8 to 10 sentences)

1. After taking this class, how can it be applied to either your current profession or the future job you wish to attain after completing your MBA? Alternatively, instead of applying the class to your job, it might be easier to apply to your company (current or future) under the assumption you may not desire a career in marketing.

I personally find marketing a very interesting area. I specialized in marketing during my undergraduate studies and will see my future in this area as well. For me, efficient marketing can make a major contribution to the success of a company. Used correctly, marketing not only helps to attract new customers but also to consistently increase profitability. In addition, I find that marketing is in a very large area. I am particularly interested in online marketing, which has grown immensely over the years. Social media, websites, funnel... all this has become a "science in itself". Partly I would have wished that this topic would have been addressed in more depth in class. However, I think that with all the strategies. However, I think that with all the strategies, methods, and models, I have now gained a very good basic understanding of marketing.