

*** Prospectus ***

MARK 63900: “Exploring the Frontiers of Marketing Thought”

*Professor William L. Wilkie
Spring semester: 3 credits
2 Sections: 3:30-6 T or 3:30-6 R*

“EFMT” is a niche course in Notre Dame’s MBA Program. It is intended to provide a world-class educational experience, but is very different from most other classes. It is a terrific, transformative experience for the right people (see reactions from recent MBA participants below), but it’s not right for everyone. Here’s some information about it:

Style: Seminar (limited seats, high level of interest)

Goal: “Sophisticated Thinkers in Marketing”

Professor: Professor Wilkie is the Nathe Professor of Marketing Strategy. He is a Notre Dame alumnus, with graduate degrees from Stanford University, who has taught at Harvard, Purdue, and Florida, served as Research Professor at the Marketing Science Institute in Cambridge, as an in-house marketing consultant at the U. S. Federal Trade Commission, as an Expert Witness on Marketing in numerous legal cases, and as President of the Association of Consumer Research (international).

He has received a number of academic honors and recognitions, including induction into the inaugural class of “American Marketing Association (AMA) Fellows,” and receiving the AMA’s Distinguished Marketing Educator Award, the AMA’s Lifetime Achievement Award for Marketing and Society Research, and the Canadian Pollay Prize for Intellectual Contributions to the Public Interest. Also, in 2012 the American Marketing Association recognized his academic leadership to the field by inaugurating its “William L. Wilkie ‘Marketing for a Better World’ Award,” given annually to a leading marketing thinker whose work has advanced this goal.

At Notre Dame, he has received the special *President’s Award* for long-term contributions to the University’s mission. He has also received Mendoza’s *Outstanding Teacher Award*, as voted by the graduating Senior Class.

Participants: A unique mix of MBA’s and top students from the Junior and Senior classes (this is an Honors-level class for the undergrads, who are nominated by the faculty).

Coverage: We’re interested in exploring the vast, dynamic world of thought about the field of Marketing. How can I keep up with developments when I’m out working again? How can I develop my talents over the longer run? Where does research fit in the scheme of things? We learn that the marketing thought world is actually approachable, and provides us with new powers.

Approach: Seminar-style collaborative learning, not competitive, a very positive approach.

Course Spirit: Positive and Proud... some EFMT songs are up on You-Tube, and past MBA’s have created a Linked-In Group only for course grads... an outstanding network!

<https://www.linkedin.com/groups/1929991/members>

<https://www.youtube.com/watch?v=JJWti7Od1EQ&feature=youtu.be>

<https://www.youtube.com/watch?v=Y2EKVoBUIAM>

<https://www.youtube.com/watch?v=BXxOif8N2-s>

Recent MBA participant comments (excerpted) about the EFMT course:

-- "I appreciated that this class wasn't about cramming for tests or memorizing information. I learned because learning is fun and interesting. This is what separates what we did in this class compared to what I did in some of my other courses... Everything that we did focused on learning. I very much appreciated this aspect of the course. In fact, I loved this."

-- "Over the last many years of my learning curve, there have been a few times when I realized how much I have learnt and appreciated a subject and felt really sad when the class got over... EFMT surely is one of those courses... I am glad I took this class. The last few months were one of my best experiences as a student. The beauty of the class was that it taught me so much without actually forcing me to learn or remember things."

-- "EFMT is one of those unique and bizarre courses which didn't make much sense in the first two weeks of class. I was often in a place where I was doubting the decision to be a part of this class those first two weeks. But I am so happy I stuck with it. I had some of the most wonderful class discussions here and met some really interesting and diverse people. I really hope the next batch gives this class some time before deciding that it is not for them... Professor, you definitely know how to make a class interesting. I hope you continue taking this class for as long as possible...."

-- "I really appreciated my time in the class and I am very thankful that I was invited and selected. I feel like I am now a part of a club that's membership lasts beyond the last class and graduation. I think that is a really neat benefit that is unique because I don't know many other classes that offer something like that. Advice: Keep an open mind. In the first class I was a little skeptical about what I was about to embark on, but when you look back at the end you will see that you have accomplished a lot and that your ability to think, comprehension of complex ideas and joy of education will have increased significantly."

-- "I consider EFMT my Marketing Counselor. EFMT helped me to discover how important marketing was and even look at a bigger picture for other disciplines – technical skills (knowing how to use 4Ps, how to build a financial model, how to negotiate) are great, but they are only tools to get jobs done. EFMT made me understand that the true contribution of our work was more than just get the job done. I now have a better understanding of how what I do affects not only a company I might work for, but also society."

-- "I think that the course goal to develop sophisticated thinkers in marketing was one that I believe was accomplished. I do believe that ... I [am coming] into the marketing field with a different perspective and a broader base of knowledge about the field than many of my colleagues will... This is a huge benefit of the course."

-- "Thank you very much for your passion, inspiration and willingness to teach this class. I enjoyed it thoroughly. ... I have long believed that marketing was much more than advertising and packaging. I wish my fellow classmates would have had the opportunity to read and reflect on the importance of marketing. I think marketers get a bad rap in business programs, and that is unfortunate."

-- "This class is special and greatly enhanced my experience at Notre Dame and has given me an appreciation for a world that I was only tangentially aware of... Our nodes have been connected and our worldview expanded. This class feels like a rite of passage, one that I am glad to have passed through."

-- "Tips for Future Students: This is what well-rounded looks like. Take the class, commit to it. I know it's about to be "second year" mentality time for you, but as Professor Wilkie says, this class is a gift of ideas and it'd be a pity for you to choose not to accept it."

-- "I've learned so much and experienced so much in this class that it's hard to precisely and succinctly articulate to another person what we've done... It's been an unexpected but satisfying semester into the marketing world. This class is truly unique!"

-- "On a final note, this class helped reinvigorate my love for learning and made me want to continue challenging myself to build knowledge and strengthen/develop my LTM. I don't mean it only in a marketing sense either... After almost two years, I was beginning to feel burnt out, and

this class has helped me push through that. I want to thank you very much for opening my eyes to a world of marketing I didn't fully realize was out there."

-- "Thank you... for the opportunity to take this class... It has been a real pleasure ... a true privilege..."

-- "Thank you for the excellent course... "Exploring the Frontiers of Marketing Thought was a guided tour to the ocean of knowledge in the marketing field. It has sharpened my intellectual curiosity, taught me where to Search for Knowledge, and, on the top of the mountain the view was superb! The [assignment types]... immensely contributed to this terrific course!"

-- "Thank you ... I've really gained a lot from the class..." Classroom discussion was lively and varied and aligned well with content... a unique experience I know I'll never have again. The number and access to guest lecturers was phenomenal, and the combination of prepared questions and open discussion meant that each session was unique."

-- "I had a phenomenal experience in this class. I learned more than I can say... and I would recommend it to those with an interest in marketing but also to anyone on a Search For Knowledge."

-- "... Thank you for a wonderful semester of learning. It has been an impactful experience and I will take many new mindsets and ideas with me as I transition into my new career."

-- "What a journey it has been. This class was like no other class I have taken, both in undergrad and in the MBA program... Learning from Prof. Wilkie was an amazing experience and an honor for me. One big reason as to why I signed up for this class was because I had heard about what an amazing professor he is, as well as an absolute legend in the marketing field. This type of class is the reason I came to business school, as it challenged me to think so differently about the field I want to pursue in my career."

-- "Feelings are complicated and mixing as I am sitting here to write this reflection. It is like water accumulating from different directions but could not find an exit out. It is a cloudy Sunday afternoon and I am in Hesburgh library. Students are talking in a low tone and busily preparing for their finals. Our golden dome is 200 yards away. Outside windows from floor to ceiling, grass turned to green and trees are blossoming-all those happened in a night, as if lives are depressed for a long winter and could not wait any longer to revive. The wind sends bell rings from Basilica, reminding me of the time that only one week left. What could I say? This reflection to me is not merely a reflection of EMFT, but as a reflection of my two years in Notre Dame. EMFT is the best education and experience I have got from my MBA program, and also in my life..."

Checking About EFMT: Some professors know quite a bit about it, and you should feel free to ask them, including Professors Ganesan, Germann, Gilbride, Moore, Sherry, Urbany, and J. Wilkie (Professors Germann and Wilkie actually took the seminar as ND students in 2005!).

You should also ask recent MBA participants (ask Andy for their current e-mails if you don't have them): Bill Brunner, Geethanjali Mani, Victoria Montoya, Priyanka Satpati, Dom Dascoli, Priyanka Rathore, Nitesh Srivastava, Hadi Faqih, Nate Fosbenner, Alex Gross, Jenny Kong, Chase Lane, Val Lima, Michael Eshleman, John Henry, William Kwok, Robby Meara, Katie Sekardi, Casey Viegelhahn, Justin Chaudoin, Joe Gibilisco, Luke Guinan, Jeremy Forbes, Jim Ventre.

Permissions process: Please learn about what's involved in EFMT, and how it runs, then contact Prof. Wilkie (wwilkie@nd.edu) for permission. He's looking for MBA's to join the class, but only with a sincere commitment to contributing positively to the seminar experience.

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