I. Catalog Description and Credit Hours of Course

An advanced review of the overall marketing process with emphasis on decision-making and strategy development. (3 credit hours).

II. Prerequisites: 15 hours in marketing (MK) courses. Open only for marketing majors.

III. Purposes or Objectives of the Course:

A. Add to the students' basic knowledge of marketing as a central part of the business process.

B. Enhance the students' concept of marketing as an economic and social force.

C. Enlarge the students' base for sound development of professional competence in marketing and marketing management through practice in problem solving and decision making, by use of representative case problems.

D. Present a picture of the development and present status of marketing management in a highly competitive economy, with particular emphasis on contemporary marketing management problems and policies as reported in current periodicals.

E. Make students aware of the careers opportunities for college graduates in the various fields of marketing management, with special reference to opportunities in demand-stimulation fields that usually lead to the top marketing-management position of most American business enterprises.

IV. Student Learning Outcomes:

Upon completion of this course the students will be able to:

A. Integrate and design product development, pricing, distribution and promotional strategies for products or services.

B. Identify, distinguish and summarize the factors from the internal and external environments of an organization impacting its performance and profitability.

C. Demonstrate the use of different business tools like segmentation, positioning, and SWOT analysis.

V. Expectations of Students:

A. General

Five approaches are used in the teaching of this course: (1) textbook, (2) case problems, (3) computer project, and (4) current readings.

1. The textbook approach is utilized to give the students a quick reference to various marketing concepts and principles.
2. The case problem approach is felt necessary for the development of business managers. Business administration is basically a problem-solving, decision-making process. The case approach enables the student to apply the principles learned in this and in other courses to real-world situations, with constructive criticism and grading taking the place of actual profit and loss results.

3. Computer Project. Each student will be expected to complete some type of computer project involving the application of computers to marketing problems and opportunities during the semester. The project gives the student a chance to demonstrate individual initiative and creativity, plus their awareness of and ability to use computer hardware and software.

4. Current problems and policies are a relatively vital part of this course. Students are expected to keep up-to-date on new ideas in all phases of business by reading various current business periodicals, specifically as they pertain to marketing management and strategy.

VI. Course Content or Outline:

Marketing management involves decision making. Decision making is marketing management's primary responsibility. To appreciate the nature and scope of this responsibility, we examine the meaning of marketing management and the meaning of decision making. We seek an insight into the market structure, marketing institutions, and marketing channels as well as the special problems faced in the decision-making process in this functional area of business.

Approximate Class Periods

A. Understanding Marketing Management 4
   1. Understanding the Critical Role of Marketing in Organizations and Society.
   2. Laying the Groundwork through Strategic Planning

B. Analyzing Marketing Opportunities 6
   1. Marketing Information Systems and Marketing Research
   2. Analyzing the Marketing Environment
   3. Analyzing Consumer Markets and Buyer Behavior
   4. Analyzing Organizational Markets and Buyer Behavior
   5. Analyzing Competitors

C. Researching and Selecting Target Markets 2
   1. Measuring and Forecasting Markets
   2. Identifying Market Segments, Selecting Target Markets, and Developing Market Positions

D. Designing Marketing Strategies 4
   1. Marketing Strategies for Market Leaders, Challengers, Followers, and Nichers
   2. Marketing Strategies for Different Stages of the Product Life Cycle
   3. Marketing strategies for the Global Marketplace
E. Planning Marketing Programs
   1. Developing, Testing, and Launching New Products and Services
   2. Managing Products, Product Lines, and Brands
   3. Managing Services
   4. Designing Pricing Strategies and Programs
   5. Selecting and Managing Marketing Channels
   7. Designing Communication and Promotion Mix Strategies
   8. Designing Effective Advertising Programs
   9. Designing Sales Promotion and Public Relations Programs
   10. Managing the Sales Force

F. Organizing, Implementing and Controlling Marketing Effort
   1. Organizing and implementing Marketing Programs
   2. Evaluating and Controlling Marketing Performance

G. Case Discussion, Simulation Game, Article Reports and other Assignments

VII. Textbooks and/or Other Required Materials or Equipment:


VIII. Basis for Student Evaluation:

   A. Exams
   B. Quizzes
   C. Case studies and other Written Assignments.
   D. Computer Project