

**Course # and Name as it appears in the catalog: MKTG 403 Marketing Management**

**Credit Hours: # 3**

**Scheduled hours per week**

Lecture: # 3 hours/week; May be taught as e-course, blended, ADS, or traditional

Lab: # 0

Other: # 0

**Catalog Course Description:** An analysis of the principles and practices businesses adopt as part of their promotional mix options including advertising using traditional and social media, media selection and implementation, and sales promotions. Students will analyze and practice using social media and online advertising options. All forms of promotional communications will be explored from the perspective of the consumer, business, and macro-environment.

**Pre-requisites:** MKTG 230 or instructor's consent

**Co-requisites:** N/A

**Course Learning Outcomes:** Upon completion of the course, the student should be able to:

- Marketing concepts (4 Ps): Identify the tasks, major concepts, and tools of marketing.
- Identify Marketing Information Systems and understand how and what companies should know about consumers and competitors.
- Understand how a company can effectively manage the marketing process using marketing information systems, marketing intelligence systems, marketing research, and marketing decision support systems.
- Understand the key demographic, economic, natural, technological, political, and cultural developments in the macro-environment.
- Understand the factors that influence buying behavior of both individual consumers and organizational buyers, including cultural, social, personal, and psychological factors. Learn the steps in the buying decision and the differences in the processes used by individuals and organizations.
- Understand the importance of competitive analysis on marketing decisions and the competitive intelligence system.
- Learn how to determine the best corporate strategy in relation to its competitors (market leader, challenger, follower, or nicher).
- Understand the importance of market segmentation as it applies to consumer and business markets and how a company uses mass customization to effectively meet the needs of its individual customers.
- Learn how targeting strategies can help a customer select and enter the most attractive market segments.
- Understand issues related to strategic planning for the 4 Ps: Product, Price, Promotion, and Placement/Distribution.

**Topics to be studied:**

- Customer value and satisfaction products and services.
- How to attract and retain customers while improving their.
- Product P issues including new product development, product life cycle and adoption schedule, product positioning. Determine the definition and classification of services and learn how service deliverers can improve their competitive differentiation, service quality, and productivity?

Relationship of Course to Program or Discipline Learning Outcomes:

<b>Bachelors of Applied Science in Business Administration</b>	
<b>(BASBA) Program Outcomes</b>	
<i>Management/Marketing concentration (M/M):</i>	
<ul style="list-style-type: none"> <li>Communicate effectively and professionally both orally and in writing including complex report generation.</li> </ul>	
<ul style="list-style-type: none"> <li>Demonstrate and integrate the use functional areas of business including accounting, economics, finance, global business, management, marketing and the legal environment of business.</li> </ul>	
<ul style="list-style-type: none"> <li>Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people whom have different roles, social affiliations, and personalities.</li> </ul>	
<ul style="list-style-type: none"> <li>Apply best practices in human resource management, organizational structure, and leadership techniques to manage a team or department.</li> </ul>	
<ul style="list-style-type: none"> <li>Apply marketing concepts to conduct internal marketing research studies, create and deploy business-to-consumer advertising campaigns, and deploy business-to-business functions including sales force management and procurement processes.</li> </ul>	

<b>Bachelors of Science in Business Administration</b>	
<b>(BSBA) Program Outcomes</b>	
<i>General Business Specialization (GenBus):</i>	
<ul style="list-style-type: none"> <li>Communicate effectively and professionally both orally and in writing including complex report generation.</li> </ul>	
<ul style="list-style-type: none"> <li>Demonstrate the use of quantitative skills in analysis of complex business decisions with a global perspective.</li> </ul>	
<ul style="list-style-type: none"> <li>Demonstrate and integrate the use functional areas of business including accounting, economics, finance, global business, management, marketing and the legal environment of business.</li> </ul>	
<ul style="list-style-type: none"> <li>Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people whom have different roles, social affiliations, and personalities.</li> </ul>	
<ul style="list-style-type: none"> <li>Demonstrate the ability to solve complex business and organizational problems using programmed and non-programmed decision techniques using logical reasoning for evaluating information and data.</li> </ul>	
<ul style="list-style-type: none"> <li>Apply best practices in management of functional areas including Human Resources, development and analysis of organizational design and structure, and leadership techniques to manage a team or department.</li> </ul>	
<ul style="list-style-type: none"> <li>Demonstrate an understanding of complex marketing concepts including developing and deploying research studies for data collection and analysis, creating and deploying both B2C and B2B functions including procurement, supply chain management, and other marketing analysis.</li> </ul>	
<ul style="list-style-type: none"> <li>Be admission-ready for a Master of Business Administration program if desired.</li> </ul>	

<b>Relationship of Course to General Education Learning Outcomes:</b>	
<b>Composition and Rhetoric</b> Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	X
<b>Science &amp; Technology</b> Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	
<b>Mathematics &amp; Quantitative Skills</b> Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	X
<b>Society, Diversity, &amp; Connections</b> Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	X
<b>Human Inquiry &amp; the Past</b> Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	X
<b>The Arts &amp; Creativity</b> Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	
<b>5/3/2016</b>	

**Special requirements of the course:** N/A

**Additional information:** N/A

**Prepared by:** Larry Muller

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