

COURSE OUTLINE

1. Course number and name: Bus3202, Marketing Management

Credits: 3

2. Course Description: This course involves the study of marketing strategies that can be adapted to the changing needs of consumers and businesses and to the actions of competitors. Students will review and develop plans for products, prices, channels, and promotion in order to design competitive marketing strategies. Mastery of these skills will be demonstrated by writing a paper which proposes a professional marketing plan for an enterprise with which the student is familiar.

3. Course Learning Assessments (Goals): This course will enable students to master those concepts that are key to designing and managing marketing activities including marketing strategy alternatives, the main tasks faced by the marketing manager at all levels of an organization, and being able to apply knowledge of marketing management to the real world and the development of a professional marketing plan.

4. Course Outcomes: The overall objective of this course is to provide students with knowledge of the underlying principles and application of marketing management. Upon completion of the course, the student will be able to:

1. Identify the basic principles of marketing management
2. Conduct market environmental scanning including marketing research, information systems and their analysis, and forecasting
3. Outline ways to create customer satisfaction and values through analysis
4. Identify market segments and targets so as to create brand equity
5. Explain the principles of product positioning.
6. List product and service strategies and alternatives
7. Design pricing, channel, and distribution alternatives
8. Design and maintain marketing communication systems and alternatives
9. Author a plan for creating long term growth
10. Integrate all aspects of the marketing process into a professional marketing plan

5. Course Concepts

1. The marketing concept
2. The principle tactical variables of price, product, promotion, and distribution
3. Consumer behavior
4. Buyer behavior
5. Marketing information systems
6. Marketing research
7. Target markets
8. Market segmentation
9. Product versus service
10. Product development

11. Niching
12. Global versus International marketing

6. Required Text:

1. Philip Kotler and Kevin Keller, *Marketing Management*, 12th ed. (Prentice Hall, 2011) ISBN-13:9780132102926

7. Additional Resources

Marketing Management Glossaries for Reference

1. *About Marketing*
<http://marketing.about.com/cs/glossaryofterms/l/blglossary.htm>
2. *The Marketing Managers Plain English Glossary*
<http://www.jaderiver.com/glossary.htm>
3. *The American Marketing Association's Directory of Marketing Terms*
<http://www.marketingpower.com/mg-dictionary.php>
4. *Search Engine Optimization and Marketing Glossary*
http://www.sempo.org/learning_center/sem_glossary/
5. *The Marcomm Wise Marketing Glossary*
<http://www.marcommwise.com/glossaryindex.phtml>

The following online references will be useful for developing a marketing plan.

1. <http://www.marketing-plan.com/Articles/1-Marketing-Planning.htm>
2. <http://www.bplans.com/sp/marketingplans.cfm>
3. <http://www.sba.gov/gopher/Business-Development/Business-Initiatives-Education-Training/Marketing-Plan/>
4. http://www.tutor2u.net/revision_notes_marketing.asp#intro
5. Your Instructor: <http://www.yorktownuniversity.com/faculty/pringle.html>