

I. CATALOG DESCRIPTION:

A. Department Information:

Division: Business & Information Technology
Department: Business Administration
Course ID: BUSAD 203
Course Title: Marketing Management
Units: 3
Lecture: 3 hours
Laboratory: None
Prerequisite: BUSAD 103

B. Catalog Description:

Actual marketing management practices are carefully reviewed and evaluated. Alternative principles and methods of effective marketing management are closely examined. Marketing management decision-making skills are developed via management simulation exercises.

Schedule Description:

A review of marketing management practices including marketing management and the development of decision-making.

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: One.

III. EXPECTED OUTCOMES FOR STUDENTS:

Upon successful completion of the course, the student should be able to:

- A. evaluate the role of the marketing manager in a corporate setting.
- B. apply a market analysis.
- C. formulate marketing management goals and strategies.
- D. create a competitive strategy by adjusting elements of the marketing mix to create a competitive advantage.
- E. access marketing management decisions via a computerized decision-making game.

IV. CONTENT:

- A. An Overview of Marketing Management
- B. Marketing Opportunity Analysis
- C. Marketing Enters the 21st Century
- D. Adapting Marketing to the New Economy
- E. Gathering Information and Measuring Market Demand
- F. Analyzing Consumer Markets and Buyer Behavior
- G. Analyzing Business Markets
- H. Analyzing Marketing Problems and Cases
- I. Analysis for Decision- Making
- J. Developing Marketing Plans
- K. Exploring the Marketing Mix
- L. Developing Strategic Marketing Programs
- M. Winning Markets through Market-Orientated Strategic Planning
- N. Strategic Marketing Programs For Selected Situations
- O. Implementing and Controlling Strategic Marketing Programs
- P. Designing and Managing Integrated Marketing Communications
- Q. Managing the Total Marketing Effort

V. METHODS OF INSTRUCTION:

- A. Lecture
- B. Case Analysis
- C. Term Paper (report)
- D. Hands-On Simulation Experience

VI. TYPICAL ASSIGNMENTS:

- A. Reading
 - 1. After reading periodical journals, students will become familiar with current developments.
 - 2. Case analysis: Industry specific situations relevant to solving a particular marketing problem.
- B. Writing, problem solving, critical thinking, or performance:
 - 1. Analyze marketing problems and offer solutions involving small group sessions. Grading will be based upon the completeness of content, accuracy of spelling, grammar, and overall performance.
 - 2. Participate in marketing decision-making exercises requiring computer proficiency.
 - 3. Group involvement.

VII. EVALUATION:

- A. Methods of Evaluation
 - 1. Examination: Essay
 - Typical examination questions:
 - a. What are the components of a marketing's macroenvironment?
 - b. What are the strategic implications of a Product Life Cycle?
- B. Frequency of Evaluation
 - 1. One mid-term examination
 - 2. One final examination
 - 3. Term paper: reporting of computer simulation exercise

VIII. TYPICAL TEXTS:

Boyd Jr., Harper W. and Walker, Orville C. and Larreche, Jean-Claude. Marketing Management, Columbus, OH: Irwin, 2002.

Ferrell, O. C., and Hartline, Michael and Lucas, George. Marketing Strategy, Cincinnati, OH: Thomson South-Western, 2003

Peter, Donnelly. Marketing Management: Knowledge and Skills, Columbus, OH: McGraw-Hill, 2004

Weinsten, Annavauluja. Marketing Management: Cases for Creative Problem Solving, Cincinnati, OH: Thomson South-Western, 2002.

Zikmund, William and D'Amico Michael. Marketing, Columbus, OH: South-Western, 2000.

IX. OTHER SUPPLIES REQUIRED OF STUDENTS: None.