Bemidji State University

BUAD 3361: Marketing

A. COURSE DESCRIPTION

   Credits: 3
   Lecture Hours/Week: 0
   Lab Hours/Week: 0
   OJT Hours/Week: *.*
   Prerequisites: None
   Corequisites: None
   MnTC Goals: None

   Procedures and institutions involved in the distribution of goods and services, product development and pricing, marketing costs, consumer motivation and buying habits, and government regulation. Prerequisites: ACCT 2102, ECON 2100, and BUAD 2231; or consent of instructor and junior standing.

B. COURSE EFFECTIVE DATES: 08/20/1997 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

   1. Marketing: The Art and Science of Satisfying Customers
   2. Strategic Planning in Contemporary Marketing
   3. Marketing Environment, Ethics and Social Responsibility
   4. E-business: Managing the Customer Experience
   5. Consumer Behavior
   6. Business to Business (B to B) Marketing
   7. Global Marketing
   8. Marketing Research and Sales Forecasting
   9. Market Segmentation, Targeting and Positioning
  10. Relationship Marketing and CRM
  11. Product and Service Strategies
  12. Developing and Managing Brand and Product Categories
  13. Marketing Channels and Supply Chain Management
  14. Retailers, Wholesalers, and direct Marketers
  15. Integrated Marketing Communications
  16. Advertising and Public Relations
  17. Personal Selling and Sales Promotion
  18. Pricing Concepts
  19. Pricing Strategies
  20. Developing an Effective Marketing Plan
  21. Financial Analysis in Marketing

D. LEARNING OUTCOMES (General)

   1. gain an understanding of basic marketing concepts.
   2. will be able to use that understanding to make better decisions in both their personal and professional lives
E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted