

Bemidji State University

BUAD 3361: Marketing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

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