MBA 6125: Marketing Management

A. COURSE DESCRIPTION

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

This course covers the management of the marketing function within an organization. Topics covered include marketing strategy, product positioning, marketing analysis and planning in the areas of price, place and promotion, customer relationship management, and the role of marketing in strategic planning.

B. COURSE EFFECTIVE DATES: 03/03/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Customer Relationship Management
2. Marketing Analysis and Planning in the Areas of Price, Place and Promotion
3. Marketing Strategy
4. Product Positioning
5. Role of Marketing in Strategic Planning

D. LEARNING OUTCOMES (General)

1. Evaluate and apply the concepts of branding
2. Analyze how markets are targeted and firms, products, and services are positioned
3. Evaluate the marketing function in an organization and explain its role
4. Explain, and apply the concepts behind market segmentation
5. Synthesize and apply pricing strategy and decisions
6. Analyze the role and importance of customer feedback and evaluation
7. Apply the concepts of marketing research
8. Develop and implement marketing strategies and marketing plans
9. Evaluate and explain the role of marketing communications, including advertising messages and media, as well as other marketing communications
10. Evaluate and explain the roles of distribution channels, marketing networks, and logistics

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted