RESL 1221: Applied Marketing

A. COURSE DESCRIPTION

   Credits: 3
   Lecture Hours/Week: *.*
   Lab Hours/Week: 6
   OJT Hours/Week: *.*
   Prerequisites: None
   Corequisites: None
   MnTC Goals: None

   This course is an in-depth study of market segmentation, target marketing, business-to-business marketing and the analyzing of market opportunities as to how these marketing elements affect product development, pricing, and distribution. Through case studies students will follow products from conception through the various marketing and distribution channels to final target markets. (Prerequisite: Instructor Approval) (3 credits: 0 lecture/3 lab)

B. COURSE EFFECTIVE DATES: 09/28/1998 - Present

C. OUTLINE OF MAJOR CONTENT AREAS
D. LEARNING OUTCOMES (General)
   1. Differentiate product/service
   2. Describe product knowledge importance
   3. Develop product database
   4. Determine features/advantages/benefits
   5. Develop product application lists
   6. Analyze benefits of packaging design considerations
   7. Analyze how channel integration can improve channel efficiency
   8. Analyze how product elimination affects product mix
   9. Analyze the management of products during the life cycle stages
  10. Define brand
  11. Define brand mark
  12. Define brand name
  13. Define line extensions
  14. Define packaging functions
  15. Define product modifications
  16. Define trademark
  17. Describe brand loyalty
  18. Describe functions of package labeling
  19. Describe how packaging is used in marketing strategies
  20. Describe laws associated with product labeling
  21. Describe marketing channels
  22. Describe product elimination
  23. Describe various types of branding policies
  24. Examine benefits of product branding
  25. Explain channel integration
  26. Explain concepts of leadership in channel relationship
  27. Explain concepts of cooperation in channel relationships
  28. Explain how a product idea is developed into a commercial product
  29. Explain how brand names are protected
  30. Explain how brand names are selected
  31. Explain product branding
  32. Explain supply chain management
  33. Explain the concepts of conflict channel relationship
  34. Explain the major levels of marketing coverage
  35. Explain the process of license branding
  36. Identify buyers' product adoption process
  37. Identify legal issues affecting channel management

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus
G. SPECIAL INFORMATION

None noted