

Northwest Technical College

MKTG 2232: Marketing Management

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 2

Lab Hours/Week: 1

OJT Hours/Week: *.*

Prerequisites:

MKTG 1100 - Prin of Marketing

Corequisites: None

MnTC Goals: None

This course focuses on the development of strategic marketing skills needed in marketing and management in business. Training covers the cycle of marketing for customer acquisition, care and relationship building integrated with strategic business operation processes. Marketing strategies include: target marketing, market research, product/service mix, promotional methods, distribution systems, and pricing methods.

Prerequisite(s): None

B. COURSE EFFECTIVE DATES: 05/20/2004 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Marketing Planning
2. Marketing cycle for customer acquisition, care and long-term relationship building integrated with strategic business operation processes
3. Target market/audience
4. Product strategies
5. Promotion strategies
6. Distribution channels
7. Pricing strategies

D. LEARNING OUTCOMES (General)

1. Demonstrate knowledge of strategic marketing planning.
2. Identify Target market/audience strategies.
3. Develop product strategies.
4. Develop promotion strategies.
5. Develop distribution strategies.
6. Develop pricing strategies.
7. Develop marketing plan.
8. Demonstrate knowledge of marketing technologies.
9. Develop relationship building/loyalty program.
10. Develop marketing budget.
11. Demonstrate knowledge of market research methods.
12. Demonstrate knowledge of branding, positioning, & segmentation strategies.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted