Alexandria Technical and Community College

MKTG 2609: Advanced Marketing

A. COURSE DESCRIPTION

Credits: 4
Lecture Hours/Week: 3
Lab Hours/Week: 2
OJT Hours/Week: *
Prerequisites:
This course requires both of these prerequisite categories
1. One of these two groups
   1. Both of these
      MKTG 1511 - Advertising and Sales Promotion (Number of Years Valid: 5)
      MKTG 2525 - Principles of Marketing (Number of Years Valid: 5)
   Or
   2. MKTG 1511 - Advertising and Sales Promotion (Number of Years Valid: 5)
      And
   2. MKTG 1525 - Principles of Marketing
Corequisites: None
MnTC Goals: None

Integrated communications and technology have a significant impact on how companies go to market with products and services. In this course, learners are exposed to the impact and merit of technology on marketing, distribution, and communications. Learners enrolled in this course develop an integrated marketing plan for a product or service using both traditional and electronic marketing methods. Prerequisite: MKTG1511 and MKTG1525.

B. COURSE EFFECTIVE DATES: 01/11/2005 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Define marketing and the importance of being a socially responsible marketer.
2. Research and gather marketing information for an assigned industry.
3. Write a situation analysis for an assigned company/product line.
4. Create a SWOT analysis for an assigned company/product line.
5. Develop financial and marketing objectives for an assigned company/product line.
6. Create a comprehensive strategy for an assigned company/product line including detailed tactics.
7. Determine the appropriate marketing mix for an assigned company/product line.
8. Create usable promotion pieces for an assigned company/product line.
9. Understand the importance of public relations and create PR pieces for an assigned company/product line.
10. Explore using technology to communicate with target market or channel for an assigned company/product line.
11. Forecast sales and marketing expenses for an assigned company/product line.
12. Present comprehensive marketing plan to assigned company/product line.

D. LEARNING OUTCOMES (General)

1. The learner will research, write, and present a comprehensive marketing plan for an area business.
2. The learner will develop an integrated communication plan and multiple promotional pieces for an area business.
E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted