

Minnesota State College Southeast

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