SMGT 1208: Marketing for Managers

A. COURSE DESCRIPTION

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

This course introduces the basic principles of marketing, which the student will be given the opportunity to apply through various case problems. The student will analyze what portion of marketing their managerial job can have an impact on. (Prerequisite: None) (3 credits: 3 lecture/0 lab)

B. COURSE EFFECTIVE DATES: 10/13/1998 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. The marketplace and marketing concepts
2. Value creation and delivery
3. How marketing affects their managerial roles
D. LEARNING OUTCOMES (General)
   1. Explain marketing concept
   2. List marketing functions
   3. Describe marketing functions and who performs them
   4. Explain marketing plan
   5. Explain marketing mix
   6. Identify target market
   7. Explain market segmentation
   8. Explain market research
   9. Solve marketing problems
  10. Explain buyer decision-making process
  11. Explain psychological/sociological buyer influences
  12. Define consumer goods classifications
  13. Define industrial goods classifications
  14. Explain consumer market characteristics
  15. Explain industrial market characteristics
  16. Define product
  17. Explain product life cycle
  18. Identify product-marketing strategies
  19. Describe branding concepts
  20. Explain pricing role
  21. Explain pricing objectives
  22. Explain market pricing influences
  23. Identify pricing methods
  24. Describe promotional environments
  25. Describe promotional mix
  26. Explain advertising
  27. Explain sales promotion
  28. Explain publicity
  29. Describe distribution channels
  30. Describe retailing function
  31. Describe wholesaling function
  32. Explain physical distribution

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

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted