

Minnesota State University Moorhead

MKTG 311: Marketing Management

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:

This course requires the following prerequisite

MKTG 270 - Principles of Marketing

Corequisites: None

MnTC Goals: None

An examination of practical marketing problems with a focus on analysis, planning, implementation, and control of worldwide marketing programs for the purpose of achieving an organization's objectives.

B. COURSE EFFECTIVE DATES: 06/01/1995 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Overview of Marketing Management
2. Marketing Planning
3. Understanding the Marketing Environment and Competition
4. Understanding the Buyer
5. Marketing Research and Information
6. Estimating
7. Market Demand
8. Market Segmentation, Positioning, and Branding
9. Product and Service Decisions
10. New Products
11. Pricing Decisions
12. Distribution and Supply Chain Management
13. Designing Effective Promotion and Advertising Strategies
14. Direct Marketing, Sales Promotion, and Public Relations
15. Integrated Marketing Communications
16. Selling and Sales Management
17. Customer Relationship Management
18. The Future of Marketing Management

D. LEARNING OUTCOMES (General)

1. Define marketing management and discuss what the subject of marketing management covers.
2. Discuss the 5Cs of marketing management (customer, company, context, collaborators and competitors).
3. Explain segmentation, targeting and positioning.
4. Formulate strategies for the creation of goodwill and public image.
5. Recognize the importance of customer satisfaction.
6. Discuss ethical issues unique to marketing management.
7. Assess political issues unique to marketing management.
8. Construct marketing strategies for both domestic and international markets.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted