

Department: Business Administration	Program: MBA
Course Name: Marketing Management	Course Code: MKT 611
Pre-requisite: Not Applicable	Credit Hours: 3

Brief Description

This course provides an overview of marketing concepts, principles, strategies and programs. It enables learners to analyze and make effective marketing decisions including assessing marketing opportunities, developing appropriate marketing strategies and implementing marketing plans. The course is delivered through various methods such as cases, practical examples, individual assignments, group projects and discussions, which gives students confidence in applying marketing knowledge to solve the problems of business organizations. Students gain sufficient experience in communicating and presenting marketing suggestions.

Course Objectives

After completion of this course the student will be able to:

- Define knowledge of main marketing concepts, principles, and skills.
- Demonstrate Effective communication skills
- Develop marketing strategies based on market and environmental data.
- Analyze data to gain marketing insights for decision-making.
- Analyze, and solve marketing problems.
- Evaluate an ethical problem in marketing practices
- Demonstrate corporate social responsibility while implement a marketing strategy.

Course Learning Outcomes

- Distinguish between concepts, principles, and theories of Marketing
- Apply the concepts, principles, and theories in different business situations
- Demonstrate written communication skills
- Have oral communication skills
- Have skills of using computer applications in marketing
- Have scientific research skills in the field of marketing
- Have the skills of critical thinking and analysis in the fields of marketing
- Have the skills in strategic thinking and finding solutions in marketing
- Believe, and practice sustainability
- Have the skills of leadership, teamwork, and decision making in marketing
- Have the ability to distinguish between ethical issues in marketing
- Have the competence of social responsibility in the fields of marketing
- Have the competence to deal with cultural diversity in marketing

Course Topics

- Creating and capturing customer value
- Analyzing the marketing environment
- Consumer markets and consumer buyer behavior
- New product development and product life cycle strategies
- Sustainable marketing

Text Book

- Kotler, P., & Keller, K. L. (2015). *Marketing management, global edition* (pp. 194-209). Edinburgh Gate, England: Pearson Education Limited.

Additional References

- Hollensen, S. (2019). *Marketing Management: A Relationship Approach*. Harlow: Prentice Hall.
- Wilson, R.M.S., Gilligan, C.T. and Pearson, D.J. (2012), *Strategic Marketing Management: Planning, Implementation and Control*, Butterworth Heinemann/CIM, London.
- Rust, R. T. (2020). The future of marketing. *International Journal of Research in Marketing*, 37(1), 15-26.

Online Resources

- Global Edge: <http://globaledge.msu.edu/ibrd/>

Course Outline

Week	Hours	Topics	Remarks
1	3	Marketing: Creating and Capturing Customer Value	
2	3	Globalization of Markets and the Internationalization of the Firm	
3	3	Analyzing the marketing environment	
4	3	Managing Marketing Information to gain customer insights	
5	3	Managing Marketing Information to gain customer insights	
6	3	Consumer markets and consumer buyer behavior	
7	3	Business markets and business buyer behavior	
8	3	Midterm exam	
9	3	Customer-driven marketing strategy	
10	3	Products, Services, and Brands: building customer value New Product Development and Product Life Cycle strategies	
11	3	Pricing: Understanding and capturing customer value	
12	3	Marketing channels: delivering customer value	

13	3	Communicating customer value: Integrated marketing communications strategy	
14	3	Creating competitive advantage	
15	3	Project Presentation	

Measurement and Assessment Tools												
Assessment method	Grades	Week	Knowledge	Business Skills						Values		
			Identify & apply	Written	Oral	Information Technology	Research	Critical thinking	Strategic thinking	Sustainability	Corporate Social Responsibility	Cultural Diversity
Midterm Exam	20	9	X									
Case Study	10	12		X		X	X	X	X	X	X	X
Project	20	15		X		X	X	X	X	X	X	X
Presentation	10	15			X							
Final Exam	40	TBD	X									
Total	100											

Approved by Department Chair	Date of Approval

Additional Information: Updated every Semester by Course Instructor	
Course Instructor	
Department	
Email	
Office No.	
Extension	