

SYLLABUS: MRKT 6310 – MARKETING MANAGEMENT

Catalog Description: An analysis of the customer / market relationships with the company in an open market system characterized by the presence of strong competition within a very fluid business environment. Managerial decision making with this matrix will be stressed.

Prerequisite(s): Recommend previous coursework in microeconomics or equivalent.

Course Objectives: Understand basic marketing theories and concepts in the context of current and emerging workplace realities.

Understand globalization and its implications.

Understand the relationships between marketing practice and business ethics.

Make use of current marketing literature to compose written communication.

Gain appreciation for both theoretical/academic and practitioner perspectives of marketing.

Current Textbook: Textbook and/or selected readings and other materials are the responsibility of the instructor of record and will be specified on a semester-by-semester basis in the course syllabus.

Evaluation Process: Evaluation is the responsibility of the instructor of record and will be specified on a semester-by-semester basis in the course syllabus.

Required Course Content:

- Market composition and structure
- Needs, value and quality
- Demand and supply relationships
- Market information and knowledge
- Competition and marketplace dynamics
- Targeting and positioning
- Global markets
- Products, product policy and the Product Life Cycle
- Pricing and price management
- The elasticity concept and demand sensitivity
- Distribution systems and distribution management
- Promotion and positioning
- Strategic marketing planning
- Marketing effectiveness and efficiency
- Marketing and society

Optional Course Content: The Web-based version of the course uses weekly written assignments, an extra examination and no article synopses. The material is structured in different sequence but is basically congruent in content.

Course Curriculum Coordinator: Corbett Gaulden, PhD