

MBA 641 – Marketing Management

Instructor: TBD

Text: Marketing Management – Fourteenth Edition by Philip Kotler and Kevin Keller

Course Aims and Learning Objectives:

This course will make the student aware of marketing theory, the functional areas that comprise marketing, and the tactics that comprise good marketing practices. The course is foundational to higher level courses related to business strategy.

- Aims:

At the conclusion of this class, students will have a conceptual understanding of basic marketing principles and a tactical understanding of pricing, positioning, sales and distribution channels, and promotions. The instructor endeavors to link leading conceptual theory with pragmatic, tactical work experience to provide a rich understanding of how things get done by people working together in and outside of the Marketing function.

- Specific Learning Objectives:

By the end of this course, students will:

- Understand the basics of Marketing Management
- Know how to conduct elementary Marketing research.
- Understand branding and brand positioning
- Learn how to develop a product or service strategy
- Have a basic understanding value propositions
- Be familiar with pricing, promotions, advertising, and personal selling
- Have a basic knowledge of long term growth strategies

Course Outline:

Schedule	Text Chapters	Subject	Note
Class 1		Marketing Strategies and Marketing Plans Team Assignments	SBTDC Client Assignments
Class 2	1 - 4	Marketing Research	Introduction to research databases
Class 3	5 - 8	Analyzing Markets; Identifying Target Customers	Video-Conference Marketing Research Firm
Class 4	9 - 11	Building Strong Brands	Assignment 1 – Client Profile Due
Class 5	12 - 14	Product and Pricing Strategies	
Class 6	15 - 16	Sales Channel Selection	Assignment 2 – Industry Analysis Due
Class 7	17 - 19	Marketing Communications	Ad composition
Class 8	20 - 22	New Products and Global Markets	Assignment 3 – Client Analysis Due
Class 9	All Chapters		EXAM 1
Class 10	Projects	Project Discussions and Analysis	Team 1 Presentation
Class 11	Projects	Project Discussions and Analysis	Team 2 Presentation
Class 12	Projects	Project Discussions and Analysis	Team 3 Presentation
Class 13	Projects	PROJECT WRITE-UPS	Client Presentations
Class 14	Projects	Presentations to Clients	
Class 15		Wrap up and Close	