Administrative Unit: Business Administration Department

Course Prefix and Number: MKTG 478

Course Title: Marketing Management

Number of: Credit Hours: 3 3 Laboratory Hours: 0

Catalog Description: Examination of the role of the marketing manager in analyzing, planning, implementing, and controlling the marketing programs of an enterprise. Case work is used. Prerequisite: MKTG 310. Offered spring.

Prerequisite(s)/Corequisite(s): MKTG 310.

Text(s): Most current editions of the following:


Peter and Donnelly. Marketing Management: Knowledge and Skills. Irwin/McGraw Hill.

Course Objectives:

- To apply marketing theory and concepts to what marketers do in “the real world.”
- To understand how marketing strategies are developed.
- To use marketing concepts to make business decisions.
- To understand current topics and issues in marketing.

Measurable Learning Outcomes:

- Evaluate the role of marketing in creating global business strategies.
- Explain the relationship of the marketing plan to the company’s strategic plan and corporate objectives.
- Identify and discuss environmental forces which may impact marketing strategy.
- Critique and select target markets.
- Identify and discuss the impact of consumer behavior on marketing strategy.
- Apply market segmentation, targeting, and positioning strategies.
- Analyze market situations and develop plans for effective marketing strategies.

Topical Outline (major areas of coverage):

Every Business Administration course includes a written and oral presentation component.

- Understanding marketing management
- Analyzing marketing opportunities
- Developing marketing strategies
• Shaping the marketing offering
• Managing and delivering marketing programs

Recommended maximum class size for this course: 30

Library Resources: Online databases are available at http://www.ccis.edu/offices/library/resources.asp. You may access them from off-campus using your eServices login and password when prompted.

Prepared by: Roberta Uhrig

Name

Signature

Date: April 3, 2006

NOTE: The intention of the master syllabus is to provide an outline of the contents of this course, as specified by the faculty of Columbia College, regardless of who teaches the course, when it is taught or where it is taught. Faculty members teaching this course for Columbia College are expected to facilitate learning pursuant to the course objectives and cover the subjects listed in the topical outline. However, instructors are also encouraged to cover additional topics of interest so long as those topics are relevant to the course’s subject. The master syllabus is, therefore, prescriptive in nature but also allows for a diversity of individual approaches to course material.

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