

Bemidji State University

BUAD 4468: Marketing Management

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

An integrative seminar focusing on the problems faced by marketing executive in administration of marketing operations including advertising, personal selling, channels, marketing research, and product development. Emphasizes the decisions that evolve around organizational issues and the implementation of strategic decisions. Prerequisites: BUAD 3361 and BUAD 4467.

B. COURSE EFFECTIVE DATES: 08/20/1997 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Defining Marketing for the 21st Century
2. Developing & Implementing Marketing Strategies & Plans
3. Understanding Markets, Market Demand & the Marketing Environment
4. Branding Positioning & Dealing with Competition
5. Creating Brand Equity
6. Creating Customer Value, Satisfaction, & Loyalty
7. Designing & Managing Integrated Marketing Channels
8. Designing & Managing Services
9. Developing Pricing Strategies & Programs
10. Identifying Market Segments & Targets
11. Managing Marketing in the Global Economy
12. Managing Mass Communications
13. Managing Personal Communications
14. Managing Retailing, Wholesaling, & Logistics
15. Setting Product Strategy & Marketing through the Life Cycle

D. LEARNING OUTCOMES (General)

1. be able to conduct the external and internal analyses that support the development of marketing strategies
2. be able to identify and address strategic questions
3. be able to understand and work with a set of important concepts such as unmet needs, strategic groups, sustainable competitive advantage, risk, key success factors, strategic opportunities or threats, strategic strengths, weaknesses, or problems, strategic uncertainties, vision, product-markets, segmentation, industry structure, portfolio analysis, and scenarios

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted