

Minnesota State University Moorhead

MKTG 311: Marketing Management

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:

This course requires the following prerequisite

MKTG 270 - Principles of Marketing

Corequisites: None

MnTC Goals: None

An examination of practical marketing problems with a focus on analysis, planning, implementation, and control of worldwide marketing programs for the purpose of achieving an organization's objectives.

B. COURSE EFFECTIVE DATES: 06/01/1995 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Overview of Marketing Management
2. Marketing Planning
3. Understanding the Marketing Environment and Competition
4. Understanding the Buyer
5. Marketing Research and Information
6. Estimating
7. Market Demand
8. Market Segmentation, Positioning, and Branding
9. Product and Service Decisions
10. New Products
11. Pricing Decisions
12. Distribution and Supply Chain Management
13. Designing Effective Promotion and Advertising Strategies
14. Direct Marketing, Sales Promotion, and Public Relations
15. Integrated Marketing Communications
16. Selling and Sales Management
17. Customer Relationship Management
18. The Future of Marketing Management

D. LEARNING OUTCOMES (General)

1. Describe an Overview of Marketing Management
2. Prepare a Marketing Plan
3. Describe the Marketing Environment and Competition
4. Describe the Buyer
5. Prepare a Marketing Research and Information Plan
6. Determine an Estimate of Market Demand
7. Evaluate Market Segmentation, Positioning, and Branding
8. Describe Product and Service Decisions
9. Describe what is meant by „New Products“
10. Evaluate Pricing Decisions
11. Describe Distribution and Supply Chain Management
12. Describe the Designing Effective Promotion and Advertising Strategies
13. Evaluate Direct Marketing, Sales Promotion, and Public Relations
14. Describe Integrated Marketing Communications
15. Evaluate Selling and Sales Management
16. Describe Customer Relationship Management
17. Describe The Future of Marketing Management
18. Improve effective oral and written communication skills

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted