

MRKG 515 Marketing Management & Strategy

Course Description

This course explores a wide array of topics in marketing management and strategy, including elements of marketing strategy, planning, competition, and consumer behavior. Special emphasis is placed on developing students' analytical and creative understanding of the intricacies of marketing management in a business environment shaped by technological advances and increasing focus on ethics and sustainability.

Course Learning Outcomes

1. Demonstrate critical knowledge and understanding of marketing management and strategy concepts and theories.
2. Develop a detailed marketing plan for a business using specialized research-based marketing knowledge.
3. Critically analyze and synthesize information relating to situational factors affecting marketing strategy.
4. Critically evaluate ethical practices in marketing strategy and propose appropriate actions.
5. Communicate at a professional level in both oral and written formats regarding marketing theory and practice.
6. Demonstrate the ability to work independently and in teams to address marketing needs in organizational settings.

Learning Resources

Core Textbook:

- Marshall, G., & Johnston, M. (2023). Marketing Management. McGraw Hill.

Course Content

1. Marketing in Today's Business Milieu
2. Ethical and Sustainable Marketing
3. Elements of Marketing Strategy, Planning, and Competition
4. Segmentation, Target Marketing, and Positioning
5. Managing Price Decisions
6. Promotion Essentials: Legacy Approaches and Personal Selling
7. Promotion Essentials: Digital and Social Media Marketing
8. Understanding Consumer and Business Markets
9. Product Strategy and New Product Development