



Course Description

MAR3803 | Marketing for Managers | 3.00 credits

Students will learn how managers implement the marketing elements within a strategic planning framework. Emphasis is on decision-making, and the development and execution of marketing strategies related to product and brand development, channels of distribution, pricing, and promotional efforts under varying marketplace conditions. This course incorporates the use of case studies. Prerequisite: MAN2021.

Course Competencies:

Competency 1: The student will be able to respond to the marketing challenges and opportunities in today's economy by:

1. Recognizing how the growth of the Internet has shifted power to customers and has made customer relationship management increasingly important
2. Examining the global competition faced by marketers resulting from increased consumer products in the marketplace
3. Interpreting the shifting consumer demand patterns for specific product categories

Competency 2: The student will be able to formulate marketing strategies for significant marketing activities & decisions by:

1. Reviewing the basic corporate strategic market planning questions related to mission and vision
2. Comparing and contrasting strategic, tactical, and functional level marketing plans/programs
3. Incorporating ethics into marketing strategy
4. Analyzing value propositions with a sustainable competitive advantage

Competency 3: The student will develop customer-focused marketing strategies by:

1. Identifying the factors affecting consumer behavior and the consumer buying process in business-to-consumer (B2C) markets. Identifying the unique characteristics of business markets and the factors affecting the business buying process in business-to-business (B2B) markets
2. Utilizing market segmentation approaches to promote products in the consumer and business markets
3. Employing sales process techniques to acquire new customers and sustain long-term customer relationships
4. Discussing privacy and security concerns related to gathering customer information and using technology

Competency 4: The student will formulate product strategies by:

1. Utilizing marketing research methods to assess the needs and wants in the marketplace
2. Comparing and contrasting the various types of consumer and business products
3. Examining the use of a product portfolio
4. Discussing the importance of new product development to product strategy
5. Analyzing branding and positioning decisions throughout the product life cycle

Competency 5: The student will generate promotional strategies by:

1. Interpreting the use of promotional mix elements in the media
2. Comparing and contrasting promotional strategies for products in different product life cycle stages
3. Analyzing strategies to address media fragmentation and reach audiences with various media choices
4. Comparing and contrasting the sales promotions used in the consumer and business markets

Competency 6: The student will be able to propose distribution strategies by:

1. Applying distribution and supply chain concepts to distribution strategies
2. Analyzing channel effectiveness and efficiency
3. Discussing strategic issues in distribution and supply chain management
4. Interpreting marketing channel trends

Competency 7: The student will be able to design pricing strategies by:

1. Interpreting the role of pricing in marketing strategy
2. Analyzing pricing strategies in the consumer and business markets
3. Applying common pricing strategies to real-world situations
4. Examining the legal and ethical issues involved in pricing

Competency 8: The student will be able to perform marketing implementation and control functions by:

1. Identifying the strategic issues in marketing implementation
2. Applying common approaches to real- world marketing implementation situations
3. Examining the scheduling of marketing activities

Learning Outcomes:

- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate knowledge of ethical thinking and its application to issues in society