

Spokane Falls Community College
COURSE LEARNING OUTCOMES AND OUTLINE

Prefix and Course Number
Course Title

BMGT 350
Marketing for Managers

Last Modified: Fall 2016

Course Learning Outcomes

By the end of this course, a student should be able to:

- Explain the major concepts in the tools, history and trends of marketing.
- Describe and explain marketing planning, research and strategies.
- Identify and analyze product offerings and present strategies for improved competitive position.
- Integrate acquired skills to formulate strategic marketing plans to introduce a new market offering.

Course Outline

- I. Understanding Marketing Management
- II. Capturing Marketing Insights
- III. Connecting With Customers
- IV. Building Strong Brands
- V. Shaping Market Offerings
- VI. Delivering Value
- VII. Communicating Value
- VIII. Creating Successful Long-term Growth