

MMGT 211 Marketing

COURSE LEARNING OUTCOMES (CLOs)

1. Define marketing and marketing management philosophies.
2. Observe, evaluate, discuss issues, and formulate questions involving ethical issues and corporate social responsibility.
3. Identify factors affecting the marketing environment.
4. Understand market segmentation and targeting different markets.
5. Describe marketing research process and product concepts.
6. Develop and manage products using proper marketing mix – product, place, promotion, and pricing.

Course Outline

This course will present students with an introduction to the field of marketing, the distribution of goods and services from producer to consumer, and the place of marketing in our economy.

I. An Overview of Marketing

- A. What is Marketing?
- B. Marketing Management Philosophies
- C. Differences between Sales and Market Orientations
- D. Why Study Marketing?

II. Strategic Planning for Competitive Advantage

- A. The Nature of Strategic Planning
- B. The Marketing Planning Process
- C. Describing the Target Market
- D. The Marketing Mix

III. Ethics and Social Responsibility

- A. Ethical Behavior in Business
- B. Corporate Social Responsibility
- C. Cause-Related Marketing

IV. The Marketing Environment

- A. The External Marketing Environment
- B. Social Factors
- C. Demographic Factors
- D. Economic Factors
- E. Technological Factors
- F. Political and Legal Factors
- G. Competitive Factors

V. Segmenting and Targeting Markets

- A. Consumer Markets
 - 1. Geographic Segmentation
 - 2. Demographic Segmentation
 - 3. Psychographic Segmentation
 - 4. Benefit Segmentation
 - 5. Usage-Rate Segmentation
- B. Strategies for Selecting Target Marketing
- C. CRM as a Targeting Tool

VI. Marketing Research

- A. The Role of Marketing Research
- B. Steps in Marketing Research Project
- C. Primary Data
- D. Secondary Data

VII. Product Concepts

- A. Types of Consumer Product
- B. Product Items, Lines, and Mixes
- C. Branding
- D. Packaging
- E. Global Issues in Branding and Packaging
- F. Product Warranties

VIII. Developing and Managing Products

- A. The New-Product Development Process
- B. Global Issues in New-Product Development
- C. Product Life Cycles
 - 1. Introductory Stage
 - 2. Growth Stage
 - 3. Maturity Stage
 - 4. Decline Stage
 - 5. Implications for Marketing Management

IX. Supply Chain Management

- A. Supply Chain Integration
- B. The Key Processes of Supply Chain Management
- C. Impact of Logistics Functions

D. Trends in Supply Chain Management

X. Marketing Channels and Retailing

- A. Marketing Channels
- B. The Role of Retailing
- C. Retail Marketing Strategy

XI. Marketing Communication Strategies

- A. The Role of Promotion in the Marketing Mix
- B. Marketing Communication
- C. The Goal of Promotion
 - 1. Informing
 - 2. Persuading
 - 3. Reminding
 - 4. Connecting
- D. The Promotional Mix
 - 1. Advertising
 - 2. Public Relations
 - 3. Sales Promotion
 - 4. Personal Selling
 - 5. Social Media
 - 6. The Communication Process and the Promotional Mix

XII. Pricing

- A. Pricing Objectives
- B. The Demand Determinant of Price
- C. The Cost Determinant of Price
- D. The Legality of Pricing Strategy
- E. Product Line Pricing