

MKT523 Marketing Management

(2 credit hours)

Course Syllabus

Course Description

This course examines the role of the marketing function of firms participating in both consumer and business markets, with emphasis on tactical and operating decisions and decision-making processes. Areas studied include market and customer analysis, market segmentation, and marketing mix tactics and implementation.

Course Learning Outcomes

By the end of this course, you will be able to:

1. Analyze principles of marketing
2. Apply marketing methods to real world situations
3. Assess marketing challenges and design recommendations
4. Develop and execute a marketing plan.
5. Examine marketing's role in society.
6. Compare and contrast differences in global marketing.

Required Textbook(s) and Resources

Peter, J. P., & Donnelly, J. H. (2019). *A preface to marketing management (15th Ed.)*. McGraw-Hill/Irwin.

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the [Tiffin University Library](#).

Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this online class you should plan your time wisely to maximize your learning through the completion of readings, discussions, and assignments. Because of our accelerated, seven-week term, TU online courses are designed with the expectation that you dedicate a little over **six (6)** hours per credit hour to course activities and preparation **each**

week. For example, for successful completion of a three-credit, seven-week online course you should reserve roughly **twenty (20) hours per week.**

To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

1. All times assume Eastern Time (GMT-4).
2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
3. Unless otherwise noted, initial assignments or discussion posts are due by **11:55 p.m. ET on Wednesdays.**
4. Additional assignments or follow-up discussion posts are due by **11:55 p.m. ET on Saturdays, and**
5. Major assignments and reflections are typically due by **11:55 p.m. ET on Sundays.**

Learning Activities

Course Readings and Assignments

Each week will begin with a short video and quiz, as a relevant introduction to the topics in reading assignments and discussion topics. Students need to register and attend a Webinar through the library, which will assist them in locating a relevant case study for another assignment. Week 4 consists of case study analysis, which will be the student's responsibility to locate. The purpose of these readings, discussions, and assignments will provide students with introductory knowledge on marketing management, as well as the research that is involved in developing a preliminary marketing plan for a new product or service.

Final Project

Throughout the prerequisite marketing course, students will be working in a team environment to develop a final marketing plan for a new product or service. The responsibility to schedule times to meet and project deadlines will provide students an opportunity to work in a cross-functional team, emphasizing the overall importance of marketing research and developing a marketing plan.

Grading

The chart below identifies the individual contributions from each type of activity, per week.

| Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 | Week 7 | Total |
|---|--|--|---|--|--|---|-------------|
| Discussions Activity 1.1 (10) Activity 1.3 (25) Activity 1.4 (25) | Discussions Activity 2.2 (25) Activity 2.3 (25) | Discussions Activity 3.2 (25) Activity 3.3 (25) | Discussions Activity 4.2 (25) | Discussions Activity 5.2 (25) Activity 5.3 (25) | Discussions Activity 6.2 (25) Activity 6.3 (25) | Discussions Activity 7.2 (25) | 310 |
| Assignment Activity 1.5 (15) | Assignment Activity 2.4 (100) | Assignment – | Assignment Activity 4.3 (100) | Assignment -- | Assignment Activity 6.4 (200) | Assignment Activity 7.3 (100) | 515 |
| Quiz Activity 1.2 (25) | Quiz Activity 2.1 (25) | Quiz Activity 3.1 (25) | Quiz Activity 4.1 (25) | Quiz Activity 5.1 (25) | Quiz Activity 6.1 (25) | Quiz Activity 7.1 (25) | 175 |
| 100 | 175 | 75 | 150 | 75 | 275 | 150 | 1000 |

Grading Scale

A: 90-100% | B: 80-89% | C: 70-79% | F: <69%

Course Schedule and Weekly Checklist

| Topic | Learning Activities (Due by 11:55 p.m. ET on day designated) |
|---|---|
| Start Here | <input type="checkbox"/> MON: Meet Your Peers |
| Week 1: Market Research Corporate Culture Strategic Planning Marketing Plan | <input type="checkbox"/> WED: Activity 1.2: Market Research Video and Quiz <input type="checkbox"/> WED: Activity 1.3: Market Opportunities - Initial Post <input type="checkbox"/> WED: Activity 1.4: Culture and Strategy - Initial Post <input type="checkbox"/> SAT: Activity 1.1: Meet Your Peers – Optional Secondary Posts <input type="checkbox"/> SAT: Activity 1.3: Market Opportunities - Secondary Posts <input type="checkbox"/> SAT: Activity 1.4: Culture and Strategy - Secondary Posts <input type="checkbox"/> SUN: Activity 1.5: Library Resources |
| Week 2: Behavioral Influences Consumer Decision-Making Organizational Buying Process Structural Influences | <input type="checkbox"/> WED: Activity 2.1: Decision to Buy Video and Quiz <input type="checkbox"/> WED: Activity 2.2: Major Purchases - Initial Post <input type="checkbox"/> WED: Activity 2.3: Persuasive Objectives - Initial Post <input type="checkbox"/> SAT: Activity 2.2: Major Purchases - Secondary Posts <input type="checkbox"/> SAT: Activity 2.3: Persuasive Objectives - Secondary Posts <input type="checkbox"/> SUN: Activity 2.4: Marketing Plan Proposal |
| Week 3: Segmentation Patterns Target Market Marketing Mix Strategy Product Management Product Life Cycle | <input type="checkbox"/> WED: Activity 3.1: Video and Quiz - Marketing Strategy Success <input type="checkbox"/> WED: Activity 3.2: Real-World Segmentation - Initial Post <input type="checkbox"/> SUN: Activity 3.3: Product Life-Cycle – Initial Post <input type="checkbox"/> SAT: Activity 3.2: Real-World Segmentation - Secondary Posts <input type="checkbox"/> SAT: Activity 3.3: Product Life-Cycle – Secondary Posts |

| | |
|--|---|
| <p>Week 4:</p> <p>Product Development Product Planning Cross-Functional Teams Integrated Marketing Advertising Planning/Strategy Public Relations</p> | <ul style="list-style-type: none"> <input type="checkbox"/> WED: Activity 4.1: Video and Quiz <input type="checkbox"/> WED: Activity 4.2: Cross-Functional Teams - Initial Post <input type="checkbox"/> SAT: Activity 4.2: Cross-Functional Teams - Secondary Posts <input type="checkbox"/> SUN: Activity 4.3: Case Study Analysis |
| <p>Week 5:</p> <p>Sales Relationship Evaluation Measures Channels of Distribution Retailing Management Transactional Function Logistical Function Facilitating Function</p> | <ul style="list-style-type: none"> <input type="checkbox"/> WED: Activity 5.1: Video and Quiz <input type="checkbox"/> WED: Activity 5.2: Salesperson Role - Initial Post <input type="checkbox"/> WED: Activity 5.3: Distribution Channels - Initial Post <input type="checkbox"/> SAT: Activity 5.2: Salesperson Role - Secondary Posts <input type="checkbox"/> SAT: Activity 5.3: Distribution Channels - Secondary Posts |
| <p>Week 6:</p> <p>Pricing Strategies Competitive Pricing Services Marketers Tangible/Intangible</p> | <ul style="list-style-type: none"> <input type="checkbox"/> WED: Activity 6.1: Video and Quiz <input type="checkbox"/> WED: Activity 6.2: Pricing Strategies – Initial Post <input type="checkbox"/> WED: Activity 6.3: Services and Goods – Initial Post <input type="checkbox"/> SAT: Activity 6.2: Pricing Strategies – Secondary Posts <input type="checkbox"/> SAT: Activity 6.3: Services and Goods – Secondary Posts <input type="checkbox"/> SUN: Activity 6.4: Final Project |
| <p>Week 7:</p> <p>Global Marketing Global Branding 10 Commandments of Global Branding</p> | <ul style="list-style-type: none"> <input type="checkbox"/> WED: Activity 7.1: Video and Quiz <input type="checkbox"/> WED: Activity 7.2: Global Branding - Initial Posts <input type="checkbox"/> WED: Activity 7.3: Peer Review <input type="checkbox"/> SAT: Activity 7.2: Global Branding - Secondary Posts |

Tips for Success

Successful online learning requires a good deal of self-discipline and self-direction. As seekers of the truth, we should be willing to challenge and review one another's academic work in a spirit of respectful comradery and constructiveness. Your course is a place for you to stretch and grow as you benefit from the expertise, knowledge, experience and diverse

perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge, understanding and application.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

For More Information:

Be sure to review the [Support, Policies, and Procedures](#) addendum.