

Minnesota State University Moorhead

MBA 611: Marketing Management

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course is designed to provide students with an understanding of marketing and its relationship to the successful management of organization(s). Marketing theory and methods are presented to demonstrate the impact that marketing has on the strategic direction of an organization. Analysis of the strategic marketing problems confronting managers in the evaluation of marketing opportunities and implementation and control of the marketing effort are examined.

B. COURSE EFFECTIVE DATES: 03/04/2013 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Understanding marketing management
2. Capturing marketing insights
3. Connecting with customers
4. Building strong brands
5. Shaping the market offerings
6. Delivering value
7. Communicating value
8. Creating successful long-term growth

D. LEARNING OUTCOMES (General)

1. Describe the marketing fundamentals and discuss a comprehensive view of the impact marketing strategies have on marketing performance and business profitability.
2. Generalize the concepts and terminology/vocabulary used by marketing managers and demonstrate their mastery.
3. Administer how to manage the marketing process and decision-making in the marketing plan process.
4. Discuss how to organize unstructured business situation, discuss the problem structure, analyze it, and assess recommendations.
5. Develop a solid foundation of the fundamental marketing decision-making tools and management of all the elements of the marketing mix.
6. Apply those marketing planning and decision-making skills in strategic marketing management and planning.
7. Develop skills in using a variety of analytical frameworks for making marketing management decisions.
8. Develop an understanding of how markets contrast in terms of their enduring characteristics, their stage of development and how the nature of competition in such markets is impacted.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted