Standard Course Outline  
MKTG 494 – Marketing Management

I. General Information
   - Course number: 494
   - Title: Marketing Management
   - Units: 3 credits
   - Prerequisites: MKTG 300, MKTG 470, IS 301; senior marketing majors or consent of instructor.
   - Course Coordinator: Department Chair
   - SCO Prepared by: Department Faculty
   - Date prepared/revised: September 2017

II. Catalog Description

Strategies and techniques in marketing management. Application of prior material from marketing curriculum to problems and cases. Emphasis on problem identification, evaluation of alternatives, and developing recommendations. Letter grade only (A-F).

III. Curriculum Justification(s)

The course focuses on various marketing strategies, including segmentation, targeting, positioning, and marketing mix (product, price, place and promotion) strategies and explores how those strategies contribute to the company’s competitive advantage in the marketplace. The curriculum provides students with managerial guides on the management of the marketing function.

IV. Course Objectives, Student Learning Outcomes, Evaluation Instruments, and Instructional Strategies for Skill Development

The course investigates marketing from a managerial perspective, including the critical analysis of functions of marketing opportunity assessment, marketing planning, marketing implementation, evaluation and control of the marketing effort. The course provides the student with a necessary mix of: (1) critical analysis, (2) application of concepts and techniques, and (3) communication.

- **Learning goals – Critical Thinking:** (a) Students will demonstrate an ability to comprehend the various aspects of a company’s marketing strategy as well as the forces that influence such strategy; (b) Students will demonstrate an ability to analyze the situation facing a company and perform tasks in segmentation, targeting, and positioning, and developing a marketing mix.
- **Learning goal – Application:** Students will demonstrate an ability to create a detailed marketing plan and implementation schedule for a company, or critically evaluate existing marketing strategies and tactics.
- **Learning goals – Business Function:** Students will demonstrate an ability to understand marketing strategies in both B2C and B2B contexts;
- **Learning goals – Communications and Presentation:** Students will demonstrate that (a) they can communicate effectively among team members to develop a team-prepared written project and (b) they can make a persuasive, effective presentation of their project.
- **Learning goals – Teamwork:** Students will demonstrate that they can work effectively in teams and resolve conflicts within the team.

Updated 08-01-2016 SD
V. Outline of Subject Matter

This is a listing of the subject matter that must be covered in this course. It does not preclude other topics that are part of the Marketing area or the depth of some topics. The list is flexible enough to allow individual instructors to focus on particular areas of interest to the instructor. The order of the topics listed below may be adjusted and some topics listed may be discussed together. Additional topics can be added to the course based on the instructor’s expertise and personal preferences in teaching this course. The required topics are also those that are included in the course assessment for MKTG 494.

1. Introduction to marketing management
2. Elements of marketing strategy and planning
3. Application of marketing research to marketing decision making
4. Customer relationship management & marketing information management
6. Segmentation, Targeting, Positioning
7. Product strategy and brand management
8. New product development
9. Managing pricing decisions
10. Managing marketing channels and supply chain
11. Integrated Marketing Communications
12. Metrics for measuring marketing performance

VI. Methods of Instruction

- **INSTRUCTION MODE.**
  - Traditional  □ Hybrid  □ Local Online  □ Distance Education

- **CLASSROOM ACTIVITIES.**
  - There must be at least one major project in the course:
    - The group project should revolve around a business company where students work in teams to apply what they have learned in class to either develop a marketing plan, or critique a marketing strategy.

- Additional active learning tasks that may be used in the course:
  - Participation (in-class) exercises that involve group work.
  - Participation in discussion forums.
  - Written group assignments
  - Case analyses
  - Simulations

- **Examinations** preferably use short answer questions, essays, and must require some form of application, critical thinking, and/or integrations of concepts. Multiple-choice questions should be less than 50% of the total exam points. If multiple-choice questions are used, they should predominantly focus on concept and technique application, not simple recall or recognition.

- **EXTENT AND NATURE OF TECHNOLOGY USE.**

  Careful and ethical use of computing resources is the responsibility of every user. As a user of
these resources, you agree to be subject to the guidelines of the “Policy Governing Access to and
VIII. Instructional Policies Requirements

- **Policy on Classroom Behavior:**
  - All cell phones & other electronic devices (e.g. pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
  - Students are responsible for what transpired if they miss a class. It is the student’s responsibility to contact the instructor or a classmate to determine what was missed. See “Policy on Make-up Exam and Assignments” below.
  - Talking and other disruptive behavior are not permitted while classes are in session.
  - Students are expected and must do ORIGINAL work for all assignments, including exams. See “Academic Integrity” policy below.
  - It is the student’s responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.
  - See also Department of Marketing Classroom and Online Conduct Policies: [http://www.csulb.edu/colleges/cba/marketing/classroom/](http://www.csulb.edu/colleges/cba/marketing/classroom/).

- **Policy on Make-up Exams and Assignments:**
  - The instructor develops his or her own policy.

- **Policies on Withdrawal, Late Withdrawals, and Incompletes:**
  - The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the CBA.

- **Academic Integrity:**
  - Students are expected to do original work for all assignments, including exams.
  - Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials.

Students are expected to adhere to CBA ([http://www.csulb.edu/colleges/cba/dean/academic-integrity/](http://www.csulb.edu/colleges/cba/dean/academic-integrity/)) and University policies regarding Academic Integrity ([http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2008/02/](http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2008/02/)). Please avoid an embarrassing or unfortunate situation.

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• Grading Policies and Procedures
  
  o Final course grades shall be based on at least three (3), and preferably four (4) or more, demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third (33%) of the final course grade.
  
  o Examinations preferably use short answer questions, essays, and must require some form of application, critical thinking, and/or integrations of concepts. Multiple-choice questions should be less than 50% of the total exam points. If multiple-choice questions are used, they should predominantly focus on concept and technique application, not simple recall or recognition.
  
  See academic senate policy: (http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2005/07/)
  
IX. Course Assessment and Grading (Optional but highly recommended for core courses)
  
X. Disabilities
  
  • Disabled Students Services (DSS) is a student support service within the Student Services Division. Students that require special exam proctoring environments must contact DSS to make arrangements the first week of class (or earlier).

  • The DSS office is located on the 2nd floor in the Administration Building, room SS/AD 270.

XI. Assistive Technology

In compliance with Accessibility and Faculty Responsibility for the Selection of Instructional Materials (PS 08-11), instructors are responsible for ensuring that their syllabi and instructional materials are accessible to all students.

XII. Bibliography (Optional)

XIII. Consistency of SCO Standards across Sections

All future syllabi will conform to the SCO. The course coordinator should review the SCO and offer advice and/or materials to faculty member new to teaching the course. The course coordinator may offer or require regular review of instructors' course materials as well as anonymous samples of student work.

XIV. Additional Resources for Development of Syllabi
  
  • University policy Course Syllabi and Standard Course Outlines (PS 11-07)
  
  • Academic Technology (ATS) Accessible Syllabus Template
  
  • Faculty Center for Professional Development (FCPD) Sample Syllabus Template