

Standard Course Outline

MKTG 494 Marketing Management

I. General Information

- ♦ Course number: MKTG 494
- ♦ Title: Marketing Management
- ♦ Units: 3 credits
- ♦ Prerequisites: MKTG 300, MKTG 470, I S 301, and Senior Marketing majors
- ♦ Course Coordinator: Department Chair
- ♦ Date prepared/revised: 04/2020

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.

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
5. Decision making processes in B2C and B2B contexts
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

A. Instruction Mode

- Traditional
- Hybrid
- Local Online
- Distance Education

B. 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 include:

- 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.

VII. Information about Textbooks/Readings

There is no standardized text for all sections of MKTG 494. Some examples of the texts that may be used include:

- Iacobucci, Dawn (2013), *MM*, 4th Edition, Cengage Southwestern
- Kotler, Philip (2015), *Marketing Management*, 15th Edition, Pearson

VIII. Instructional Policies Requirements

A. Grading Policy:

- 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 of the final course grade.
- 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 Statement 12-03: Final Course Grades, Grading Procedures, and Final Assessments](#).

B. 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](#).

C. 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 COB.

D. 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 the [College of Business policy on academic integrity](#) and the University's [Academic Senate Policy Statement 08-02: Cheating and Plagiarism](#). Please avoid an embarrassing or unfortunate situation.

E. Campus Computer/Network Usage:

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 Use of CSULB Computing Resources](#)". These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time sharing systems, some to microcomputers and local area networks, and some to all systems.

IX. Disabilities:

The [Bob Murphy Access Center](#) (BMAC) provides certification for students with disabilities and helps arrange relevant accommodations. Any student requesting academic accommodations based on a disability is strongly encouraged to register with Disabled Student Services (BMAC) each semester. A letter of verification for approved accommodations can be obtained from BMAC. Please be sure to provide your instructor with BMAC verification of accommodations as early in the semester as possible. The phone number for BMAC is (562) 985 5401. The email address is: bmac@csulb.edu.

X. 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.

XI. 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.

XII. Additional Resources for Development of Syllabi

- [Academic Senate Policy 11-07: Course Syllabi and Standard Course Outlines](#)
- College of Business [Accessible Syllabus Template](#)
- Faculty Center [Course and Syllabus Design](#)