

**Department of Business:**

**Course Outline for MKT 2410**

**Marketing Management - 3 Credits/3 Hours a week**

**Pre-requisites & Co-requisites:** MKT 2300 OR MKT 2327

**Recommended Textbook(s) & Supplemental Material(s):** Marketing Management by Iacobucci. Publisher: Cengage.

**Course Description/Overview:** This course is an introduction on how to integrate and manage diverse marketing activities via: Well-considered marketing management decisions; Well-formulated marketing planning and policy development, (e.g., target group selection); Integrated marketing planning with product, price, market research, promotion, advertising, supply chain management, sales, etc.

**Learning Objectives - Course Specific:**

- To provide the student with an understanding of the marketing management function and the general structure of the marketing environment.
- To help the student develop a clear understanding of the role of marketing managers in the dynamic process of globalization as it relates to international trade and competition. As businesspeople and consumers we live in a global environment.
- To assist the student in understanding the role of the marketing management function in relationship to the evolving technological developments in today's dynamic business arena. The relationship between marketing and information technology (IT) is mission critical.
- To provide the student with an understanding of the marketing managers role in the changing shift from manufacturers to giant retailers to services, and beyond. We also explore the trend toward new forms of brick and click retailers, (e.g., Warby Parker). We will touch on a variety of industries. In the States we are mainly a services economy.

**Learning Objectives - General Education:**

- Engage in an in-depth, focused and sustained program of study.
- Pursue disciplined, Inquiry-based learning in the major.
- Acquire tools for lifelong learning – how to learn, how they learn, knowledge of resources.
- Derive meaning from experience, as well as gather information from observation.
- Employ scientific reasoning and logical thinking.
- Use creativity to solve problems.



**Student Learning Outcomes – Course Specific:**

At the conclusion of the course each student should be able to:

- Define, and apply key marketing management concepts such as
  - Manage customer relationships, target markets, Brand, marketing mix, the exchange process.
  - Managing marketing environment, B2C and business-to-business (B2B) marketing
  - Managing marketing channels, pricing, direct marketing, digital marketing, social networks, supply chain management (SCM).
- Interpret, apply and demonstrate how marketing strategists apply learning from environmental scanning and other analyses in selecting the target groups, developing the appropriate marketing mix for each group, managing marketing – especially IMC, etc.

**Student Learning Outcomes – General Education:**

- Gather, interpret, evaluate, and apply information discerningly from a variety of sources.
- Understand and navigate systems.
- Resolve difficult issues by employing multiple systems and tools.
- Work with teams, including those of diverse composition. Build consensus.
- Respect and use creativity.
- Show ability to contribute actively by applying knowledge to the identification and analysis of societal and professional problems to enact solutions.

**CUNY’s Academic Integrity Policy:** *Academic dishonesty is prohibited in The City University of New York.* Penalties for academic dishonesty include academic sanctions, such as failing or otherwise reduced grades, and/or disciplinary sanctions, including suspension, or expulsion.

**Cheating** is the unauthorized use or attempted use of material, information, notes, study aids, devices or communication during an academic exercise.

**Plagiarism** is the act of presenting another person’s ideas, research or writings as your own. The following are some examples of plagiarism, but by no means is it an exhaustive list:

**Internet Plagiarism** includes submitting downloaded term papers or parts of term papers, paraphrasing or copying information from the internet without citing the source, and “cutting and pasting” from various sources without proper attribution.

For a more detailed explanation, you can find the full Academic Integrity Policy here:

[http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY\\_ACADEMIC\\_INTEGRITY\\_6-2011.pdf](http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY_ACADEMIC_INTEGRITY_6-2011.pdf)

**Grading Policy:**

The final term grades will be based on the following criteria:

- |    |                         |     |
|----|-------------------------|-----|
| 1. | Midterm exam            | 25% |
| 2. | Research Assignment I   | 25% |
| 3. | Research Assignment II, | 25% |
| 4. | Final exam              | 25% |



**Grading System:**

All grades will be based in proportion to the following scale:

A	=	93 - 100
A-	=	90 - 92.9
B+	=	87 - 89.9
B	=	83 - 86.9
B-	=	80 - 82.9
C+	=	77 - 79.9
C	=	70 - 76.9
D	=	60 - 69.9
F	=	59.9 and below

**Assessment Methods:** Research Assignments, Midterm & Final exams.

**Course Technology:** Blackboard & OWL

**Blackboard:** As a City Tech student it is necessary to become familiar with Blackboard, the online instructional software. In order to learn more about Blackboard you should visit the City Tech web support team in room G600 or call 718.254.8565 to find out about workshops for students. You may also visit, (use link), for a Beginner’s Guide to Blackboard. <http://websupport1.citytech.cuny.edu/websupport1/lt/online/index.htm> . The best thing is to go to G600 and sign up for a workshop on how to use Blackboard. Important, be sure to register at the CUNY Portal if you need a CUNY Portal ID to access Blackboard and other online resources. Go to <http://www.cuny.edu> , click on: "Portal Log in", then click on "Create a new account", then follow instructions.

**O.W.L.:** When you want to review references on how-to write check O.W.L. The Online Writing Lab (OWL) is a marvelous resource on writing almost anything. It is maintained by Purdue University. Use it early, often and eternally. <http://owl.english.purdue.edu/>

**Class Schedule:**

Chapter	Week
1. Why is Marketing Management important?	1
2. Customer Behavior	1
3. Segmentation	2
4. Targeting	3
5. Positioning	4
6. Products, Goods and Services	5
7. Brands	6
8. New Products	7
Midterm Exam – There will a review prior to the exam.	8
9. Pricing	9
10. Channels of Distribution and Logistics	10
11. Integrated Marketing Communications (IMC): The advertising message	11
12. IMC: Media Choices	12
13. Social Media	12
14. Customer Relationships	13



16. Marketing Strategy	14
17. Marketing Plans	15
Review of entire semester for Final Exam. Final Exam will be during Finals Week	