



# **MGT 371 – Marketing Management**

## **Syllabus**

**Instructor:** Canellis Peter

**Title:**

**Office:**

**Phone:**

**E-Mail:**

**Office Hours:** Before or after class, or by appointment

### **Course Description**

This course examines the practical application of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.

It provides an overview of marketing processes and marketing principles designed to encourage students to apply the key concepts to practical business situations.

Credits: 3

Grading System: Letter Grade

### **Prerequisites**

- MGT 110

### **Course Objectives**

After successful completion of this course, students will have acquired the ability to understand:

- Marketing theory and concepts
- The process of effective branding for a company name and its products

### **Course Outcomes**

**After successful completion of this course, students will have the ability to apply:**

- Marketing theory and concepts to real commercial situations
- Effective branding processes for a company name and its products
- Marketing concepts to make business decisions

## **Course Requirements**

### **Assignments**

#### **Individual Assignments**

Create an 8-10 page recommendation plan (typed, double-spaced) in which you must answer management's concerns about a product or service that is losing market share. Refer to page 84 of the required text for a sample plan.

The main areas to be addressed are:

- Situation (Executive Summary)
- Business Objectives
- Public Relations Objectives, Strategies and Programs

#### **Group Assignments**

There are no group assignments for this course.

### **Examinations**

An examination is given for each chapter covered in the text.

## **Required Text(s)**

Text:	Marketing Management, 15 <sup>th</sup> Ed.
ISBN:	978-0-13-385646-0
Author(s):	Kotler, Philip & Keller, Kevin
Publisher:	Pearson Prentice Hall

## **Required Materials and Proficiencies**

- Text as noted above.
- Laptop running the standard Microsoft suite of productivity applications (i.e., Excel, PowerPoint, Word)
- Supplementary articles from various sources as directed by the instructor
- Basic mathematical concepts
- Mid-level Excel (Spreadsheet)
- Basic PowerPoint (Presentation graphics)
- Basic MS-Word (Word Processing)

## **Suggested Text(s)**

The following texts are not required. However, they are extremely effective for the purpose of developing the student's understanding of basic marketing principles.

Text:	
ISBN:	
Author(s):	
Publisher:	

## **Additional Reading List**

Articles as directed by the instructor.

## **Grading Policy**

The student's grade will be determined as follows:

<b>Assignment</b>	<b>Due Date</b>	<b>Percentage</b>
Final Report	TBD	35%
Quizzes	TBD	30%
Class Participation	TBD	25%
Homework	N / A	10%
	<b>TOTAL</b>	<b>100%</b>

## **Grading Scale**

<b>Grade</b>	<b>Numeric Value</b>	<b>Standard</b>
A	90-100	Excellent
B+	85-89	
B	80-84	Good
C+	75-79	
C	70-74	Average
D**	60-69	Min. Passing
F	Below 60	Failure

\*\*For Aviation Training Institute students, minimum passing grade for all courses in the airframe and powerplant curriculum is a "C".

## **Incomplete Grades**

Requests for Incomplete grades must be made in writing before the course ends, and after the mid-term has been passed.

## Course Schedule

\*Course Schedule is subject to change

					Estimated Assignment Times		
Summer Term Week	Fall or Spring Term Week	Session	Topics	Text Chapters	Read	Homework: Answer Questions Assigned (all chapters)	Study: Review Notes for Exams (all chapters)
1	1	1	Defining Marketing for the New Realities	1	1	1	1
		2	Defining Marketing for the New Realities	1	1	1	1
	2	3	Developing Marketing Strategies and Plans	2	1	1	1
		4	Developing Marketing Strategies and Plans	2	1	1	1
	2	3	5	Collecting Information and Forecasting Demand	3	1	1
6			Collecting Information and Forecasting Demand	3	1	1	1
4		7	Conducting Marketing Research	4	1	1	1
		8	Conducting Marketing Research	4	1	1	1
2	5	9	Creating Long-Term Loyalty Relationships	5	1	1	1
		10	Creating Long-Term Loyalty Relationships	5	1	1	1
3	6	11	Analyzing Consumer Markets	6	1	1	1
		12	Analyzing Consumer Markets	6	1	1	1
	7	13	Analyzing Business Markets	7	1	1	1
		14	Analyzing Business Markets	7	1	1 Complete Preparation of Article Review	1
	8	15	Tapping Global Markets	8	1	1	1
16		Tapping Global Markets	8	1	1	1	
4	9	17	Identifying Market Segments and Targets	9	1	1	1
		18	Identifying Market Segments and Targets	9	1	1	1
	10	19	Crafting the Branding Position	10	1	1	1
		20	Crafting the Branding Position	10	1	1	1
5	11	21	Creating Brand Equity	11	1	1	1
		22	Creating Brand Equity	11	1	1	1
	12	23	Addressing Competition and Driving Growth	12	1	1	1
		24	Addressing Competition and Driving Growth	12	1	1	1
	13	25	Setting Product Strategy	13	1	1	1

Summer Term Week	Fall or Spring Term Week	Session	Topics	Text Chapters	Estimated Assignment Times		
					Read	Homework: Answer Questions Assigned (all chapters)	Study: Review Notes for Exams (all chapters)
						Complete Team Projects	
6	14	26	Setting Product Strategy	13	1	1	1
		27	Designing and Managing Services	14	1	1	1
		28	Designing and Managing Services	14	1	1	1
	15	29	Introducing New Market Offerings	15	1	1	1
		30	Introducing New Market Offerings	15	1	1	1