

Northern Marianas College
CURRICULUM ACTION REQUEST

Effective Semester / Session: Fall 2015

Type of Action:

- New
- Modification
- Move to Inactive (Stop Out)
- Cancellation

Course Alpha and Number: MG 323

Course Title: Marketing Management

Reason for initiating, revising, or canceling:

This course describes the nature of domestic and global marketing management. Emphasis is placed on market analysis to include consumer, industrial, institutional, and governmental markets for goods and services. Also emphasized are the marketing management functions of planning, pricing, promoting, and distributing goods and services in business and nonprofit contexts.


Barbara Hunter

3/27/15

Proposer

Date


Chavel Green

3/27/15

Department Chair

Date


Barbara K. Merfalen

4/9/15

Dean of Academic Programs and Services

Date

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Course: MG 323 Marketing Management

1. Department
Business

2. Purpose

This Bachelor level course in marketing management introduces students in the Bachelors of Science in Business Management to the application of current theories and concepts in effectively marketing goods and services to define target customers from a domestic and global perspective. The course includes market research, identifying target customers, developing product offers, and branding, pricing, marketing communications and distribution channels. Marketing is critically examined from the perspective of the consumer, economy, technology, legal/political issues and ethical/social responsibility.

3. Description

A. Required Textbook and Related Materials

Required:

Iacobucci, D; *Marketing Management, 1st edition*; @ 2015 Cengage.

Readability level: College Level

B. Contact Hours

1. **Lecture:** 3 hours per week / 45 hours per semester
2. **Lab:** None
3. **Other:** None

C. Credits

1. **Number:** 3
2. **Type:** Regular Degree Credits

D. Catalogue Course Description

An upper level course in the management of the marketing functions. The course will include an appraisal of the key issues in the management of the marketing function with major emphasis on the development, formulation, implementation and control of the firm's marketing plan. Emphasis will also be placed on current key issues in the marketing area and global marketing considerations. Emphasis is also placed on the problems and opportunities of marketing in foreign environments. It will focus on the cultural, economic, and geographical problems encountered in managing the marketing function from a manager's perspective. Prerequisite: Must complete 60 credit hour to maintain junior level. English Placement Level: EN 202.

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Math Placement Level: MA 161. (Offered: Spring).

E. Degree or Certificate Requirements Met by Course

A "C" grade or better in this course satisfies a core course requirement in Northern Marianas College Bachelor of Science in Business Management.

F. Course Activities and Design

Course activities include lecture, discussions, homework assignments, test, quizzes, projects, and a final exam.

4. Course Prerequisite(s); Concurrent Course Enrollment; Required English/Mathematics Placement Level(s)

Prerequisites: Must complete 60 credit hours to maintain junior level.

English Placement Level: EN 202

Math Placement Level: MA 161

5. Estimated Cost of Course; Instructional Resources Needed

Cost to the College: Instructor's salary

Cost to the Student: Tuition for a 3 credit course and the cost of the textbook.

Instructional resources needed for this course include overhead projector, TV/VCR, videotaped programs, library books, and dry-erase board.

6. Method of Evaluation

Student grades will be based on the regular letter grade system as described below:

A: Excellent-grade points:	4.0
B: Above average-grade point	3.0
C: Average-grade points:	2.0
D: Below average-grade points:	1.0
F: Failure-grade points:	0.0

NMC's grading and attendance policies will be followed.

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7. **Course Outline**

This is a topical outline and does not necessarily indicate the sequence in which the material will be presented.

1.0 Marketing Strategy:

- 1.1 Why is Marketing Management important?
- 1.2 Customer Behavior and Segmentation
- 1.3 Targeting and positioning

2.0 Product Positioning:

- 2.1 Goods and Services.
- 2.2 Branding Strategy
- 2.3 Introducing New Products.

3.0 Price, Place & Promotion:

- 3.1 Channeling Distribution and Logistics
- 3.2 Advertising Messages and Marketing Communications
- 3.3 Integrated Marketing Communications and Media Choices
- 3.4 Social Media

4.0 Positioning: Assessment Through The Customer Lens:

- 4.1 Customer Satisfaction and Customer Relationships
- 4.2 Marketing Research Tools

5.0 Capstone

- 5.1 Marketing Strategy
- 5.2 Marketing Plans

8. **Instructional Goals:**

This course will introduce students to:

- 1.0 The definition of Marketing Management and how it relates to the management process;
- 2.0 Understand the function of marketing in a competitive, dynamic global business;
- 3.0 The consumer behavior and the importance of targeting and positioning marketing;

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- 4.0 Learn the fundamentals of implementing the marketing function in organizations;
- 5.0 The decisions companies make regarding their individual product and services, lines and mixes;
- 6.0 The decisions companies make in building and managing their brands;
- 7.0 Strategies companies utilize to adjust their prices to take into account different types of customers and situations;
- 8.0 Explanation as to why companies use marketing channels and the functions these channels perform;
- 9.0 The various sales promotion campaigns are developed and implemented;
- 10.0 Customer relationship management and identify strategies for creating value for customers and capturing value from customers in return;
- 11.0 Strategies utilized by companies to analyze and use marketing research information; and
- 12.0 The major decisions involved in developing a marketing plan, and understand the effectiveness of creating and selecting marketing strategies.

9. Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1.0 Demonstrate an understanding and define marketing management and how it relates to the management process;
- 2.0 Evaluate the social, legal, political and ethical concerns in marketing;
- 3.0 Identify and understand the consumer behavior and the importance of targeting and positioning marketing;
- 4.0 Describe and identify the decisions companies make regarding their individual product and services, lines and mixes. Including the decisions companies make in building and managing their brands;

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- 5.0 Demonstrate an in-depth understanding of how companies adjust their prices to take different types of customers and situations;
- 6.0 Explain why companies use marketing channels and discuss the functions these channels perform;
- 7.0 Describe how various sales promotion campaigns are developed and implemented;
- 8.0 Describe customer relationship management and illustrate the strategies for creating value for customers and capturing value from customers in return;
- 9.0 Describe how companies analyze and use marketing research information;
- 10.0 Effectively perform marketing analysis skills;
- 11.0 Describe the major decisions involved in developing a marketing plan; and
- 12.0 Understand the effectiveness of creating and selecting marketing strategies.

10. Assessment Measures

Assessment of student learning may include, but not be limited to, the following:

- 1.0 Quizzes and Exams;
- 2.0 Peered Reviewed Case Studies;
- 3.0 Homework;
- 4.0 Research Assignments;
- 5.0 Group projects;
- 6.0 Oral Presentations; and
- 7.0 Class participation.