

# Northern Marianas College

## CURRICULUM ACTION REQUEST

**Course:** MG323 Marketing Management

**Effective Semester / Session:** Fall 2025

**Type of Action:**

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

**Course Alpha and Number:** MG323

**Course Title:** Marketing Management

**Reason for initiating, revising, or canceling:**

This course guide is being modified to reflect the current textbook edition.

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Barbara C. Hunter *BCh* Apr 30, 2025

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**Proposer** **Date**

Barbara C. Hunter *BCh* Apr 30, 2025

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**Academic Unit Head** **Date**

*Adam Walsh*  
Adam Walsh 04.30.25

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**Language & Format Review Specialist** **Date**

Yunzi Zhang *Yunzi* Apr 30, 2025

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**Academic Council Chair** **Date**

Lorraine C. Maui *Lorraine C. Maui* May 1, 2025

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**Interim Dean of Academic Programs & Services** **Date**

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## Course Guide

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**Course:** MG323 Marketing Management

### 1. Department

School of Business

### 2. Purpose

This Bachelor level course in marketing management introduces students (in the Bachelors of Science in Business Management program) 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, 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/Recommended Textbook(s) and Related Materials

Required:

Iacobucci, D. (2022). *Marketing Management, 6th edition*. Cengage. ISBN-13: 978-0-357-63508-7

Recommended: None

#### B. Contact Hours

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

#### C. Credits

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

#### D. Catalog Course Description

An upper level course in the management of marketing functions. The course will include an appraisal of the key issues in the management of the marketing function with 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 as well as with 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. Math Placement Level: MA 161. (Offered: Fall).

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### **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 lectures, case studies, peer-reviewed articles, discussions, group activities, presentations, homework assignments, tests, quizzes, and a final exam.

### **4. Course Prerequisite(s); Concurrent Course Enrollment**

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

Concurrent Course Enrollment: None

### **Required English/Mathematics Proficiency Level(s)**

English Placement Level: EN202

Mathematics Placement Level: MA161

### **5. Estimated Cost of Course; Instructional Resources Needed**

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

Cost to the College: Instructor's salary

Instructional resources needed for this course include: overhead projector, multimedia, dry-erase board and markers.

### **6. Method of Evaluation**

Student learning will be evaluated based on quizzes and exams, peer reviewed case studies, homework, research assignments, group projects, and oral presentations. 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

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## **8. Instructional Goals**

The 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 in marketing;
- 4.0 Learn the fundamentals of marketing function implementation 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 How the various sales promotion campaigns are developed and implemented;
- 10.0 Customer relationship management and strategies for creating value for customers and businesses;
- 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 the effectiveness of creating and selecting marketing strategies.

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## **9. Student Learning Outcomes**

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

- 1.0 Demonstrate an understanding of the business marketing environment and the basic similarities and differences between consumer goods and business marketing;
- 2.0 Describe the decision process organizational buyers apply as they confront differing buying situations and the resulting strategy implications for the business marketer;
- 3.0 Explain how organizational buying characteristics enables the marketer to make more informed decisions about product design, pricing, and promotion strategies;
- 4.0 Demonstrate the patterns of buyer-seller relationships in the business market and the factors that influence the profitability of individual customers;
  - 4.1 Explain a procedure for designing effective customer relationship management programs;
- 5.0 Describe benefits of and requirements for segmenting the business market and the procedure for evaluating and selecting market segments;
- 6.0 Describe Marketing's strategic role and importance in corporate strategy development and the multifunctional nature of business marketing decision making.

## **10. Assessment Measures of Student Learning Outcomes**

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

- 1.0 Quizzes and Exams;
- 2.0 Peer-Reviewed Case Studies;
- 3.0 Homework;
- 4.0 Research Assignments;
- 5.0 Group Projects; and
- 6.0 Oral Presentations

# MG323.2

Final Audit Report

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