WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Marketing Management

COURSE NUMBER: BMK 413

NOTE: This course also uses an online Strategic Marketing Web Simulation. Students must purchase an individual license online at www.marketplace6.com (Game ID 2889-0003-0387) for $35.00 before the first class to use the product.

I. RATIONALE:

The student majoring in marketing should be able to “bring it all together” in the form of a marketing plan that is both practical and applicable. Through this course, the student will contribute to a team effort to analyze a business and create a complete marketing plan for that business. In doing so, students will be challenged to expand and apply virtually all aspects of their knowledge of marketing.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A:
Conduct a Business Review that will provide the decision-making basis upon which the marketing plan can be built.

Learning Outcomes: The student will:

A-1 Understand how company history, organizational structure, and mission are foundational to the plan.
A-2 Identify company strengths and weaknesses.
A-3 Assess company and industry sales and profitability performance and trends.

GOAL B:
Identify problems and opportunities that must be addressed in the marketing plan.

Learning Outcomes: The student will:

B-1 Understand how the Business Review gives rise to specific challenges for the business.
B-2 Learn to articulate succinct, actionable problems and opportunities in a format that allows an organized transition from Business Review to Marketing Plan.
GOAL C:
Select target market segments and link them to sales through quantitative marketing objectives.

**Learning Outcomes:** The student will:

- C-1 Learn to apply segmentation theory.
- C-2 Understand how target markets and marketing objectives are locked to sales.
- C-3 Learn the process for developing marketing objectives

GOAL D:
Identify and evaluate alternative marketing strategies that describe how the marketing objectives will be accomplished, supported by appropriate tactical actions.

**Learning Outcomes:** The student will:

- D-1 Gain insight into the development and execution of brand positioning.
- D-2 Understand the various marketing strategies that may be employed.
- D-3 Learn to articulate a rational marketing strategy.
- D-4 Develop marketing tactics that directly support the strategies

GOAL E:
Quantify the financial impact of the marketing plan and document the schedule for execution.

**Learning Outcomes:** The student will:

- E-1 Develop a budget to provide the estimated costs associated with each element in the marketing plan.
- E-2 Utilize payback analysis to determine whether the plan is likely to generate the required return on the marketing investment.
- E-3 Create a marketing calendar that visually depicts the timetables for all marketing activities incorporated into the plan.

GOAL F:
Increase understanding of human resource challenges associated with team projects and with staffing the marketing organization.

**Learning Outcomes:** The student will:

- F-1 Recognize how different behavior styles and values contribute to the strength of a business team, while also creating some challenges.
- F-2 Evaluate strategies and tools for proper selection and motivation of marketing staff.
GOAL G:
Develop marketing consulting skills

Learning Outcomes: The student will:

G-1 Review and evaluate the marketing approach of an existing business.
G-2 Create a business review and plan and present it to the business executive(s).

III. SUPPLEMENTAL MATERIALS

A. MARKETING MANAGEMENT RUBRIC, BMK 413

Project: As a team, develop a written marketing plan for a business in the community

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<thead>
<tr>
<th>Objective</th>
<th>Criteria</th>
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<tr>
<td>Describe the current marketing situation</td>
<td>Demonstrates research skills and effort in obtaining relevant scope and depth of information.</td>
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<td>Perform analysis of opportunities and issues</td>
<td>Demonstrates insight into SWOT analysis and recognition of high priority issues.</td>
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<td>Create and state objectives</td>
<td>Objectives clearly flow from current situation and opportunity/issue analysis, are reasonable yet challenging, and are clearly stated.</td>
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<td>Present a recommended marketing strategy</td>
<td>Demonstrates that alternative strategies have been considered; selected strategies clearly support attainment of objectives; strategies are clearly stated.</td>
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<td>Develop specific action programs</td>
<td>Programs directly support the strategies and are complete with relevant details.</td>
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<td>Show financial projections</td>
<td>Projections are consistent with objectives and action programs, and provide relevant assumptions and details regarding revenues, expenses, and margins.</td>
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<td>Discuss implementation controls</td>
<td>Demonstrates thoughtfulness in planning for implementation, with insightful checkpoints and contingency recommendations.</td>
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<td>Clear and correct written language</td>
<td>Language flows logically with correct grammar, spelling, and punctuation.</td>
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