WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Marketing Management

COURSE NUMBER: MBA 7600

I. RATIONALE:

Efficient and effective marketing practices are key to an organization’s success. Marketing planning, competitive intelligence, brand management, new product development and entering and sustaining growth in the global marketplace are factors that are essential to the survival and prosperity of an organization in today’s turbulent business environment.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A:
The student will be able to segment, target, and position a product/service offering in both the private and public sectors.

Learning Outcomes: The student will:

A-1 Know the most efficient way of segmenting a market and be able to select which segments will be the most profitable.
A-2 Understand the need to limit the number of segments targeted.
A-3 Apply positioning techniques to selected segments in order to capitalize on the marketing communications effort.
A-4 Discuss the challenges that are unique to marketing in the public and not-for-profit organizations.

GOAL B:
Understand the reasons for organizational focus on the Marketing Concept and be able to convince management of its merit.

Learning Outcomes: The student will:

B-1 Differentiate among the production, product, selling and marketing concept.
B-2 Know the importance of the marketing involvement of all the members of an organization.
B-3 Be able to describe to management the methods for and benefits of implementing the marketing concept in the organization.
B-4 Know how the techniques of the Marketing Concept can be used as a powerful competitive tool.
GOAL C:
Know the important similarities and differences of marketing in profit and not for profit organizations.

**Learning Outcomes:** The student will:

- **C-1** Explain the critical nature of fund raising and the solicitation of contributions to charitable and not for profit organization.
- **C-2** Describe the techniques of effective fund raising and obtaining donations on a sustained basis.
- **C-3** Know the techniques of finding, obtaining, motivating and retaining volunteers in the not-for-profit sector.

GOAL D:
Develop a functional marketing plan and present it effectively to the class in the form of a sales presentation.

**Learning Outcomes:** The student will:

- **D-1** Know the reasons for the importance of being able to design and present an effective marketing plan.
- **D-2** Develop a functional SWOT analysis and apply it to the marketing of a product or service.
- **D-3** Use trend analyses and internal and external analyses to formulate a strategic marketing plan for a product or service.
- **D-4** Know how to measure the results of the strategic plan and report to management.
- **D-5** Present the marketing plan in a professional manner.

GOAL E:
Understand the implications of marketing in the international arena and the importance of having sales personnel educated in global marketing.

**Learning Outcomes:** The student will:

- **E-1** Describe techniques for identifying which countries are attractive markets for specific products and services.
- **E-2** Evaluate the economic and political risks associated with launching a product or service in a particular country.
- **E-3** Understand the importance of knowing the cultures of the countries in which the products and services are being launched.
- **E-4** Evaluate the various techniques of entering and growing markets in other countries.
GOAL F:
Know the techniques of looking to the future for new product and service opportunities and how to develop them into marketable items.

Learning Outcomes: The student will:

F-1 Understand the critical nature of new product development, launching new product lines and repositionings to the continued profitability of the firm.
F-2 Know the techniques and challenges associated with new product development and new product launches.
F-3 Apply innovative techniques for new product development and the associated market segmentation and positioning.
F-4 Explain the competitive reactions to new product launches and the potential impact on the success of the launch.