WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE NUMBER: MBA 7602

COURSE TITLE: Marketing Communications, Salesmanship and Customer Service

I. LEARNING OUTCOMES AND GOALS:

While all issues in the text are important the following concepts will be the main focus:

☐ The role of IMC in the Marketing Process

☐ Market Segmentation and Positioning

☐ Perspectives on Consumer Behavior

☐ The Communications Process and Models of Communications Effects
☐ Budgeting for Advertising and Promotion

☐ Media Planning and Strategy

☐ Evaluation of Broadcast Media: Television and Radio

☐ Evaluation of Print Media: Magazines and Newspaper

☐ Direct Marketing

☐ The Role of Personal Selling in the IMC Program

II. RATIONALE:

Through this course students will gain an appreciation of how marketing communications, salesmanship and customer service play significant roles in achieving and organizing marketing and corporate objectives.