WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Marketing and Event Management
COURSE NUMBER: MOL 7200

I. RATIONALE:

Marketing is everywhere. Formally or informally, people and organizations engage in a vast number of activities that could be called marketing. Good marketing has become an increasingly vital ingredient for organizational success and marketing profoundly affects our day-to-day lives.

It is so important that Peter Drucker once stated that marketing is one of only two functions in any organization that produces results. By better understanding marketing dynamics, students will add value to their organizations and enhance their careers.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A:
Define Marketing and its role in the continuing growth of economic prosperity.

Learning Outcome: The student will:

A-1 Know why marketing is important.
A-2 Learn the scope of marketing.
A-3 Know fundamental marketing concepts.
A-4 Discover how marketing management has changed.
A-5 Be cognizant of the necessary tasks for successful marketing management.
A-6 Learn and discuss the importance of the 4 P’s of the marketing mix.

GOAL B:
Understand the reasons for organizational focus on the marketing concept and be able to convince management of its merit through proper development of executable marketing strategy.

Learning Outcome: The student will:

B-1 Distinguish between good and bad marketing research.
B-2 Know the components of a modern marketing information system.
B-3 Learn what is involved with marketing intelligence.
B-4 Comprehend how marketing affects customer value.
B-5 Discover how strategic planning should be affected by the marketing concept.
B-6 What precisely is a marketing plan and how it can be presented.
B-7  Learn how to identify and track marketing opportunities.
B-8  Learn the importance of customer value and how to deliver it.

**GOAL C:**
Analyze consumer and business markets and understand the fundamental differences.

**Learning Outcome:** The student will:

C-1  Know how consumer characteristics influence buying decisions.
C-2  What buying decisions do organizational buyers face?
C-3  How do you build strong buyer/vendor relations?

**GOAL D:**
Know the important similarities and differences of marketing in profit and not for profit organizations.

**Learning Outcome:** The student will:

D-1  What is the true bottom line for not for profit organizations.
D-2  Why is marketing important for nor for profits.

**GOAL E:**
Identifying market segments and targeted opportunities.

**Learning Outcome:** The student will:

E-1  Learn the five essential criteria for market segmentation.
E-2  How to adjust the marketing mix to meet segmented market needs.

**GOAL F:**
Setting product and event strategy.

**Learning Outcome:** The student will:

F-1  Know what the characteristics are of a product or service.
F-2  How can we differentiate our product or event?
F-3  How can we combine several products or services to create powerful co-brands?

**GOAL G:**
Learn how to develop pricing, and distribution strategies for your product or event.

**Learning Outcome:** The student will:

G-1  Discern the differences between price and value.
G-2  Learn the importance of distribution and logistics.
G-3 Learning the importance of managing retail and wholesale operations.

**GOAL H:**
Managing integrated marketing communications for your product or event.

**Learning Outcome:** The student will:

H-1 Learn what steps are involved in developing an advertising and promotion program.
H-2 Know the guidelines for effective brand-building events.
H-3 Learn how organizations can exploit the potential of publicity and public relations.
H-4 Determine the importance of personal communications and its role in marketing.

**GOAL I:**
Understand the tremendous importance of global marketing.

**Learning Outcome:** The student will:

I-1 Know what factors are essential for review prior to marketing abroad.
I-2 Know to what extent the company must adapt its products and marketing efforts to each foreign country.

**GOAL J:**
Be able to plan an event including obtaining necessary permission, solicitation of volunteers, marketing, staging, and measuring the success of the event.

**Learning Outcome:** The student will:

J-1 Coordinate and allocate project duties among team mates.
J-2 Research and determine all necessary factors for success.

**GOAL K:**
Develop a functional marketing plan for your event and present to the class as a form of a sales presentation.

**Learning Outcome:** The student will:

K-1 Know and follow an acceptable format for marketing plans.
K-2 Present the plan utilizing multi media resources in a professional manner.
III. METHODOLOGY:

Journaling

Students are required to maintain a journal throughout the MSOL Program. The purpose of the journal is to provide the student with a tool for reflection. The journal entries should reflect points that were important to you from the readings, classroom discussions, and/or other inputs. That is, what did you find compelling enough to pay attention to? Each entry should be connected to some aspect of your professional or personal life. In other words, why did you choose to pay attention to this particular matter? Furthermore, each entry should lead to a projection of what you might start doing, continue to do, or stop doing, as a result of your reflection. This tells you how you might experiment with the new learning? It answers the question of, “So what difference will this learning make for me?”

It is suggested that the “journal” be accumulated as a Microsoft Word file, with entries being made, at least, after each class session. Journals will be submitted at the mid-point of each course (and again at the end). Students may wish to compile rough notes during the class sessions that are refined after class. The rough notes themselves are not acceptable for submission.

Students will be evaluated on the quality and originality of their journal. The journal should be double-spaced in twelve-point font and may be submitted in the Blackboard digital drop box or as an email attachment, at the instructor’s discretion.