WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
COURSE SYLLABUS

FACULTY MEMBER: Leave Blank
TERM: Leave Blank
COURSE TITLE: Marketing and Event Management
COURSE NUMBER: MOL 7200
OFFICE HOURS/METHOD OF CONTACT: Leave Blank
Technical Requirements that may be required to utilize technology in this course:
  ● A headset or microphone.
  ● A webcam.

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.

COURSE DESCRIPTION:
This course examines the theories of consumer behavior and customer service using cases and examples from the private and public sectors, including non-profit organizations. An understanding of marketing a product or service using pricing, positioning, and promotion is emphasized as well as the management of events such as conferences, sporting events, or fundraisers.

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.

PROGRAM COMPETENCIES: (Intended student learning outcomes)
- Develop an understanding of contemporary leadership and management models and theories.
- Develop an understanding and the ability to apply change frameworks and models.
- Articulate personal values and goals as guideposts to personal behavior.

WILMINGTON UNIVERSITY GRADUATION COMPETENCIES: (Broad based goals)
Oral Communication
- Speak with confidence, clarity, and conciseness.
- Research, prepare, and deliver professional presentations.

Written Communication
- Write clearly, concisely and appropriately using correct English grammar, punctuation, usage, mechanics, sentence structure, and vocabulary.
- Use appropriate APA format for scholarly writing.

Disciplined Inquiry
- Use quantitative, qualitative, and scientific reasoning to solve problems.
- Exercise critical thinking strategies including reasoning, problem solving, analysis and evaluation.
- Define a problem or issue and develop questions and methods to address the problem or issue and/or create new knowledge.

Information Literacy
- Access and use information effectively, efficiently, and appropriately.
- Evaluate the quality of sources and content.
- Use technology to effectively locate and communicate information.

Ethics
- Demonstrate knowledge and application of prescribed ethical codes and/or behaviors promoted by professions.

METHODOLOGY:
A. Teaching Methods: Describe what methods will be used to convey information to students.
B. Evaluation Procedures: Describe specifically how course objectives/outcomes
will be evaluated (e.g. essays, projects, discussions, quizzes/exams, etc.)

**C. Major Assignments used for Outcomes Assessments:** Describe any
Outcomes Assessments mandated in the course. For example, Peregrine
testing. Any OA assessments required should be supplied by the Chair. This is a
mandatory assessment used in all sections of all courses.

**COURSE SCHEDULE AND CHECKLIST:**
Provide a list of assignments by week, point values, and due dates (e.g. Sunday of
Week 1). For online sections, *Your instructional designer can help you build this
table from the Grade Center in Blackboard.*