

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: MKT 270

Credits: 3

Course Title: Marketing Management

Course Description (including lecture hours, lab hours, total contacts)

Expands knowledge of marketing through case studies. Focuses on how marketing strategies are planned and utilized in the market place to accomplish the goals of the organization. Lecture 3 hours per week.

General Course Purpose

The present marketing venues and opportunities resulting from the strong presence of the internet, the proliferation of small entrepreneurial business startups, market diversity and the growing need for middle management staff by mass merchandisers, require more focused instructional experiences than traditional marketing programs.

Course Prerequisites/Corequisites

MKT 100

Course Objectives (Each item should complete the following sentence.)

Upon completing the course, the student will be able to:

- a. Explain the basic concepts involved in marketing management.
- b. Examine the marketing planning process.
- c. Understand competitive analysis, trend analysis, market opportunity analysis, and business case situation analysis.
- d. Participate in select hands-on learning experiences, through field research.
- e. Demonstrate the importance of the marketing manager to the overall marketing operation of the firm.
- f. Review and examine the international dimensions of the firm's marketing efforts.
- g. Recognize the skills needed and tools utilized by the marketing manager.

Major Topics to be Included

- a. Scope and purpose of marketing management.
- b. Development of the marketing plan and strategic courses of action.
- c. Defining and analyzing product/service markets.
- d. Review and critiques of business situations.

Effective Date of Course Content Summary: September 5, 2008