

Marketing Management

Course Title	Marketing Management		
Course Code	MKT500	Course Type	Core
Credit	3	Contact Hours	45 Hours
Prerequisites	None	Co-Requisites	None
Duration	15 Weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	20	<ol style="list-style-type: none"> Describe the process of strategic planning in an organization and marketing's role in the planning Explain factors that affect a company's marketing strategy including customers, competition, company, and elements of the marketing mix: the 4 P's Prepare in learning how to apply these concepts and to practice making decisions through: <ul style="list-style-type: none"> - In-class case analyses (exposing you to examples of successful and unsuccessful marketing applications) Analyze how a company manages its product/service mix to build brand equity Create a marketing plan for a new product within a real company using information gained from secondary research and applying the concepts of marketing strategy and team process.
2. Asian Expertise	30	
3. Creative Management Mind	20	
4. Cross Cultural Communication	20	
5. Social Responsibility	10	

Course Description

Marketing Management course provides an overview of the marketing principles, theories and strategies. The aim is to introduce important concepts underpinning the marketing decision making process and the practical tools used by marketers to implement marketing strategies and campaigns. Throughout the lectures and assessment tasks students will be encouraged to apply the theoretical learning to real world practices. The course will introduce the students the role and importance of consumers and organizations in marketing decision making process.

Learning and Teaching Structure

The course will be taught as a mixture of lectures, exercises and case studies. Important strategic concepts will be introduced via classroom lecture and discussion while exercises and case studies will allow the student to gain knowledge of the practical aspects of strategic management on a holistic basis, and see these concepts applied in real-life situations

Assessment	%	Text and Materials
Attendance	20	Title: Marketing Management: Knowledge and Skills Edition: Global 11 th edition Author(s): J. Paul Peter / James Donnelly Publisher: 2013. McGraw Hill International Edition ISBN-13: 978-0-07-131555-5
Individual Assignments	10	
Group Research Project	30	
Midterm Exam	20	
Final Exam	20	

Course content by Week

1	Marketing: An introduction
2	Developing marketing plan
3	The marketing environment and marketing research; Case study
4	Creating customer value; case study
5	Understanding consumer and business market
6	Segmentation, Targeting and Positioning; Case study
7	Presentation: Marketing Plan proposal
8	Mid-term Examination
9	Product and Branding strategies; Case study
10	Pricing strategies
11	Place strategies; Case study
12	Promotion strategies; Case study
13	Marketing plan presentation
14	Current issues in marketing
15	Final Exam