

# MARKETING COURSES – Student Learning Outcomes

August 2011

## **MKT 370: Marketing**

At the end of this course students should be able to:

1. *Define* and *apply* knowledge of the following key marketing concepts:
    - the marketing concept
    - market segmentation
    - target marketing
    - positioning
    - branding
    - buying behavior in consumer and business markets
    - global marketing applications
    - the role of product/service planning
    - pricing
    - distribution
    - IMC in the marketing process
    - the importance of developing a market driven orientation in an organization to business situations.
  2. *Explain* how marketing decisions are influenced by:
    - various forces in the external business environment
    - trends and developments affect current and future marketing practices.
- 

## **MKT 371: Consumer and Buyer Behavior**

At the end of this course students should be able to:

1. *Compare* and *contrast* different perspectives that characterize the study of consumer behavior (e.g. cognitive vs. behavioral).
  2. *Apply* theories of consumer behavior to the formulation of effective marketing strategy.
  3. *Recognize* trends based on current research related to consumer behavior.
  4. *Analyze* the challenges that might influence the formulation of effective Marketing Strategies from a consumer behavior perspective.
- 

## **MKT 372: Retail Marketing Methods**

At the end of this course students should be able to:

1. Describe the differences between manufacturer marketing and retailer marketing.
2. Explain how break-even analysis is used to plan profit in retailing enterprises.
3. Analyze buyer behavior within retail marketing for consumers and professional retail buyers.
4. Summarize how a retail buyer acquires merchandise from vendors in the wholesale markets of the world.

5. Explain the difference between unit control and dollar control based upon the retail method of accounting and its relationship to merchandise budgeting and create a unit control plan for the product of your choice within a retail store.
  6. Calculate planned purchases, markup, markdowns in retail pricing.
  7. Explain the concept of gross margin return on investment [GMROI] and its relationship to retail pricing and enterprise wide planned return- on sales, assets, net worth.
  8. Develop presentation skills for a start-up retailer that include presenting [without note cards] the numerical aspects of retailing including pricing, buying, stock turnover and how profit planning, as linked to the marketing mix of a retailer.
  9. Present a role playing enactment of a buyer negotiating with a vendor on six or more terms of sale
- 

### **MKT 373: Integrated Marketing Communications**

At the end of this course students should be able to:

1. Explain the role of IMC in the overall marketing program.
  2. Describe the structure for developing an IMC plan.
  3. Discuss how consumer behavior and communications theories lead to the development of communications objectives.
  4. Differentiate between communications objectives and marketing objectives.
  5. Measure the effectiveness of and IMC program.
- 

### **MKT 376: Global Marketing Strategy**

At the end of this course students should be able to:

1. Identify the differences between marketing at home and marketing in a foreign environment.
  2. Adapt existing knowledge to satisfy international market entry requirements.
  3. Assess and contrast cultural, economic, political and legal differences between home and global markets and across international markets.
  4. Adapt marketing strategy to comply with foreign market conditions.
  5. Decide on pricing, promotion, advertising, distribution, product and other relevant marketing factors that will allow for success in international markets and for stronger competitive positioning in the global marketplace.
- 

### **MKT 377: Selling Strategy and Practices:**

At the end of this course students should be able to:

---

### **MKT 470: Marketing Research**

At the end of this course students should be able to:

1. *Describe* marketing research, what kinds of information it can provide, and how it is used by marketing management.
  2. *Identify* and *explain* alternative research methods and their relative strengths and weaknesses.
  3. *Identify* and *describe* examine major types of measurement techniques and data collection methods.
  4. *Analyze* data obtained through marketing research using the SPSS software.
  5. *Write* a marketing research report and *make an oral presentation* of the research results.
  6. *Make* sound tactical and strategic business decisions based on the proper interpretation of marketing research results.
- 

### **MKT 472: Advanced Marketing Strategy**

At the end of this course students should be able to:

1. Develop a comprehensive IMC plan.
  2. Identify and analyze the strengths, weaknesses, opportunities, and threats faced by an organization as it prepares to develop an IMC plan.
  3. State communications objectives that will guide IMC promotional plan development.
  4. Determine and allocate a promotional budget.
  5. Plan a media strategy.
  6. Measure the effectiveness of the IMC plan.
- 

### **MKT 473: Sales Management**

At the end of this course students should be able to:

---

### **MKT 474: Business Marketing**

At the end of this course students should be able to:

---

### **MKT 475: Global Marketing Applications**

At the end of this course students should be able to:

1. Explain key concepts of global marketing such as:
  - Application of the marketing concept to diverse cultures.
  - Positioning the same product or service in different cultural markets.
2. Analyze consumer behavior in global markets in terms of:
  - Cross-cultural values: collectivism, power distance, masculinity, and uncertainty avoidance.
  - Group influences, including sub-cultures, social class, reference groups, and families on buying behavior.

- Individual or psychological influences such as motivation, learning theory, perception, and attitude formation on buying behavior.
  - Consumer decision-making processes and the pattern of diffusion of innovation in the host culture.
  - Buyer behavior in both consumer and industrial markets, the role of the product/service planning, pricing, distribution, and promotion in the marketing process, the ability to apply these concepts to *global markets*.
3. Create marketing plans in foreign markets that adjust the marketing mix appropriate for the host culture including:
    - Product and packaging design and crafting the appropriate features and benefits for the country.
    - Adapting brand images, archetypes and related symbols, icons, spokespeople, designs and logos appropriately to diverse global markets.
    - Establishing the pricing strategies relevant for the host market.
    - Selection of the optimal distribution channel in foreign markets.
    - Creation of an IMC that best communicates with target consumers in the foreign market.
  4. Identify and employ secondary sources of global economic information to analyze markets and customers.

---

### **MKT 476: Marketing, Internet, and Computers**

At the end of this course students should be able to:

1. Summarize key historical media, technology, and marketing milestones.
  2. Recognize terminology referencing the infrastructure of digital networked environment, interface design, online consumer behavior, online advertising/communication, social media, and industry leaders/organizations.
  3. Produce persuasion based multi-media and design interactive communication units.
  4. Develop, monitor, and assess digital networked communication/marketing campaigns.
  5. Interpret, integrate and critique analyses and predictions regarding social, cultural and economic trends and transformations related to the digital networked environment.
- 

### **MKT 477: Marketing Consulting for Small Business**

At the end of this course students should be able to:

1. Summarize the organizational managerial context of the business decision.
2. Determine the appropriate information needed to arrive at business recommendations.

3. Determine the methodologies needed to obtain the required information from both primary and secondary sources.
  4. Implement the appropriate methodologies in a semester-long research project.
  5. Analyze the collected information to arrive at sound managerial recommendations.
  6. Write a sound research report for presentation to management.
  7. Orally present the research results to management in a well organized presentation.
  8. Be a productive member of a team tasked with solving a decision problem.
  9. Mitigate interpersonal problems that exist in the research team setting.
- 

### **MKT 479: Strategic Marketing Management**

At the end of this course students should be able to:

1. Discuss the goals of marketing strategy as they pertain to strengthening brands.
  2. Identify strategic issues and alternative approaches to addressing these issues.
  3. Analyze how marketing decisions are influenced by forces in the external environment.
  4. Identify the core competencies and weakness of firms in the context of the strategic issue.
  5. Evaluate alternative solutions to marketing problems.
  6. Recommend marketing strategies that align forces in the external environment with the core competencies of the firm.
- 

### **BA 655: Marketing**

At the end of this course students should be able to:

1. Analyze markets and customers utilizing primary and secondary sources of information.
  2. Define and apply knowledge of key concepts such as:
    - Market Segmentation
    - Target Market selection
    - Positioning.
  3. Identify and explain the elements of the marketing mix and be able to discuss how they are integrated into a comprehensive plan.
  4. Explain the value of building a brand and the necessary steps required to accomplish and maintain a successful brand in the market.
  5. List and describe the elements of an Integrated Marketing Communications program and discuss how to assure synergy from one communications tool to another.
-

### **MKT 701: Seminar in Marketing Planning and Programs**

At the end of this course students should be able to:

1. Assess environmental influences on firms, particularly competition and customers.
  2. Assess the core competency of firms and their relative strengths and weaknesses.
  3. Identify those strategies and tactics that best fit a firm's competitive situation.
- 

### **MKT 729: Contemporary Issues in Marketing Theory and Practice: (Branding, Positioning, and Product Management)**

At the end of this course students should be able to:

1. Differentiate a great brand from other brands.
  2. Define branding terminology.
  3. Explain the concepts of brand creation and brand positioning.
  4. Apply the brand positioning framework to:
    - Develop a brand.
    - Keep an existing successful brand relevant.
    - Develop long term, sustainable brand strategies.
    - Expand a brand internationally.
    - Reposition a brand.
  5. Explain who in an organization is involved in the branding process, how to most effectively organize for successful branding, and the role of outside agencies in branding.
  6. Apply branding techniques to both consumer-oriented products/services and technology companies.
  7. Develop integrated marketing communications campaigns to grow a brand.
- 

### **MKT 760: Seminar in Consumer Behavior**

**At the end of this course students should be able to:**

---

### **MKT 761: Product Innovation Management**

At the end of this course students should be able to:

1. Identify and explain the steps in the New Product process and the role of each.
2. Describe the various methods used to generate new products and translate them into New Product Concepts.

3. List the different research methods used to test the viability of new Products in the market place.
  4. Develop a comprehensive New Product marketing launch plan . . . starting with ideation through to the completion of the proposed marketing mix.
- 

### **MKT 762: Seminar in Integrated Marketing Communications**

At the end of this course students should be able to:

1. Describe how integrated marketing communications has evolved, how it differs from traditional media advertising, and its role in the marketing program.
  2. Evaluate the way marketers organize for integrated marketing communications and describe the role and function of advertising agencies, media specialist companies, and other marketing communications organizations.
  3. Describe the consumer decision making process and the role consumer behavior plays in the development of integrated marketing communication programs.
  4. Explain the process of developing and implementing media strategies and identify the advantages and limitations of various media including print, broadcast, and alternative media.
  5. Explain the various promotional tools and the role they play in an integrated marketing communications program including advertising, sales promotion, public relations, direct marketing, the Internet, personal selling and other IMC tools.
  6. Explain how organizations measure the effectiveness of their integrated marketing communication programs and ways of determining return on investment.
  7. Identify and evaluate integrated marketing challenges facing companies and recommend solutions and courses of action.
- 

### **MKT 763: – Seminar in Sales Management**

At the end of this course students should be able to:

1. Explain the strategic role personal selling and sales management play in the marketing mix and the organization's strategic plans.
2. Illustrate the steps in the sales process from prospecting to closing.
3. Recruit, select and train sales personnel.
4. Organize a sales force and allocate sales personnel to territories.
5. Develop sales forecasts using objective and subjective methods and models.
6. Use the tools available to the sales manager for motivating and compensating the sales force.
7. Perform marketing cost analysis to isolate the costs incurred in producing various levels of sales.

8. Apply techniques for controlling sales force performance and behavior.
- 

### **MKT 766: Seminar in Marketing Research**

At the end of this course students should be able to:

1. Describe what marketing research is, what kinds of information it can provide, and how it is used by marketing management.
  2. Identify and explain alternative research methods and their relative strengths and weaknesses. Additionally, be able to determine which marketing research methods will be suitable to analyze which types of marketing problems.
  3. Identify and describe major types of measurement techniques and data collection methods.
  4. Analyze data obtained through marketing research using the SPSS software.
  5. Write a marketing research report and make an oral presentation of the research results.
  6. Effectively participate in designing and conducting a real-world marketing research project.
- 

### **MKT 767: Seminar in Business Marketing Management**

At the end of this course students should be able to:

---

### **MKT 768: Seminar in Internet Marketing and E-Business**

At the end of this course students should be able to:

1. Summarize key historical media, technology, and marketing milestones.
  2. Characterize online consumer behavior, online advertising/communication, and social media.
  3. Evaluate industry leaders/organizations best practices and decentralized business models.
  4. Develop, monitor, and assess digital networked communication/marketing campaigns.
  5. Engage in Search Engine Optimization, Search Engine Marketing, Social Media Optimization, and Contextual Marketing.
  6. Interpret, integrate and critique analyses regarding social, cultural and economic trends and transformations related to the digital networked environment.
  7. Predict mega trends associated with the digital networked environment.
- 

### **MKT 769: Seminar in International Marketing**

At the end of this course students should be able to:

1. Analyze the internal corporate structure and determine if the company is ready to enter the international markets,
2. Apply the appropriate environmental analytical methods to segment the global marketplace and prioritize their target countries to enter,
3. Decide on the most appropriate international marketing entry method for their international

- target markets,
4. Develop an optimal international marketing strategy that best meets their internal corporate capabilities and the external environments in the target markets.
- 

### **MKT 770: Marketing of Technology**

At the end of this course students should be able to:

1. Identify and explain trends and best practices for marketing technology.
  2. Discuss techniques for implementing technology.
  3. Design a B2B customer experience for a technology company and implement a simple CRM system.
- 

### **MKT 779: Advanced Marketing Strategy**

At the end of this course students should be able to:

1. Explain how the development of corporate strategy is influenced by strategic marketing considerations.
  2. Describe the process used by companies to develop, implement and evaluate marketing strategies.
  3. Identify the range of problems and decisions implicit in strategic market planning and ways of achieving a sustainable competitive advantage in the marketplace.
  4. Identify various ways companies can develop and utilize specific sources of competitive advantage.
  5. Utilize various contemporary theories, tools and techniques for making strategic marketing planning decisions.
- 

### **MKT 790: Directed Readings in Marketing**

At the end of this course students should be able to:

- Explain how marketing decisions for a specific company or organization are influenced by various forces in the external environment
- Analyze significant trends and developments in a market using primary and/or secondary sources of information and explain how they impact the marketing strategy and plan of a company or organization
- Explain how a company or organization can segment its market, identify a specific target market and develop an appropriate branding and positioning strategy
- Develop a marketing plan that includes the various marketing mix elements of product/service planning, pricing, distribution and promotion
- Explain how a company or organization will implement and evaluate a comprehensive marketing program