

**University of Arkansas – Fort Smith
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General Syllabus

MKTG 34303 Principles of Marketing Management

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisites: Admission to the College of Business or consent of instructor

Effective Catalog: 2019-2020

I. Course Information

A. Catalog Description

A comprehensive introduction to the concepts, activities, and decisions involved in the marketing function. Student critical thinking, interpersonal communication, and leadership skills are enhanced via the strategic application of marketing mix variables (i.e., product development and management, promotion, distribution, and pricing).

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Assess how business and other organizations create customer relationships and value through marketing.
2. Examine the process to develop successful marketing strategies.
3. Explain what marketing segmentation is and when it is used.
4. Analyze how marketing managers position products in the marketplaces.
5. Interpret the stages in the consumer decision making process, including the influences of psychological and sociocultural matters.
6. Assess the role of research in determining consumer needs and preferences
7. Compare the ways to manage products, services, and brands.
8. Contrast the elements which determine pricing.
9. Examine the role of marketing channels in delivering products to consumers.
10. Critique the means by which organizations communicate with customers.
11. Evaluate factors which influence ethical practices in marketing.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Ethical Decision Making

Students will model ethical decision-making processes as they examine the role of marketing in business.

Global and Cultural Perspectives

Students will reflect upon cultural differences and their implications for interacting with people and cultures other than their own. Students will demonstrate an understanding of global issues when applying marketing to the international business environment.

III. Major Course Topics

- A. Marketing's role in the organization
- B. External influences
- C. Market segmentation
- D. Consumer buying behavior
- E. Market research
- F. Product and service development
- G. Pricing strategy
- H. Integrated marketing communications
- I. International marketing and globalization
- J. Marketing ethics and social responsibility