



SYLLABUS COLLEGE OF BUSINESS ADMINISTRATION

Course Number Course Name	BA456 MARKETING MANAGEMENT
Credit Value (Breakdown of theory and lab credits)	3 Theory
Catalog Course Description	The student will gain a comprehensive view and understanding of the role of Marketing Managers in today's dynamic and rapidly changing global marketplace. They must provide their business with a vision for the future; monitor and understand a dynamic market environment; generate strategic options and deliver programs that sustain a measurable competitive advantage. The course focuses on these goals as well as issues that marketing managers are confronted with on a daily basis. It covers the most recent and relevant techniques and processes being applied to the functions of: strategy development; interpreting consumer behavior; market segmentation; B2C and B2B marketing; brand management; marketing communications; customer relationship management (CRM); distribution strategy; product pricing and promotion. The course also addresses the latest technologies in digital marketing and e-commerce. Prerequisite: BA 251 and BA 240. (3,3T+0S).
Student Learning Outcomes/Objectives /Competencies of the Course	<ol style="list-style-type: none"> 1. Assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company. 2. Develop effective marketing strategies to achieve organizational objectives. 3. Design a strategy implementation program to maximize its chance of success. 4. Communicate and defend your recommendations and critically examine and build upon the recommendations of your classmates both quantitatively and qualitatively.
College-Wide Student Learning Outcomes	<ol style="list-style-type: none"> 1. Communication 2. Critical Thought 3. Information Literacy 4. Cultural Competence <p>Outcome in Bold</p>

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