



## MGMT 4456 Marketing Management

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| <b>Course Number</b>  | MGMT 4456  |
| <b>Course Name</b>  | Marketing Management   |
| <b>Credit Value<br/>(Breakdown of theory<br/>and lab credits)</b>                                       | 3 Theory   |
| <b>Catalog Course<br/>Description</b>   | 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. <i>Prerequisites:</i> MKTG 2110 and MGMT 2110. (3,3T+0L) |
| <b>Course Student<br/>Learning<br/>Outcomes/Objectives<br/>/Competencies</b>                            |  |
| <b>College-Wide Student<br/>Learning Outcomes<br/>measured (General<br/>education courses<br/>only)</b> | <ol style="list-style-type: none"> <li>1. Communication</li> <li>2. Critical Thought</li> <li>3. Information Literacy</li> <li>4. Cultural Competence</li> </ol>   |
| <b>Program Student<br/>Learning Outcomes<br/>measured</b>   |  |