

Course Title	<b>MANAGERIAL MARKETING</b>
Course Code	<b>MKT 601</b>
Course Purpose and Objectives	The purpose of this course is to provide students with the framework for evaluating recurrent problems in marketing management. Students will critically evaluate actual company cases to assess the marketing principles, strategies and practices currently applied.
Learning Outcomes	<ol style="list-style-type: none"> <li>1. Assess key elements of the expanded model of the marketing process.</li> <li>2. Critically evaluate market place and consumer behaviour. Manage marketing research and marketing information systems.</li> <li>3. Compose and analyse market differentiating and positioning strategies.</li> <li>4. Build and manage the market offering, pricing strategy, supply networks, and marketing communication systems.</li> <li>5. Evaluate and control marketing productivity.</li> </ol>
Course Content	<ul style="list-style-type: none"> <li>• The critical role of marketing in organizations and society</li> <li>• Analysing the marketing environment</li> <li>• Market segments and selecting target markets</li> <li>• Managing products</li> <li>• Designing pricing strategies and programs</li> <li>• Selecting and managing marketing channels</li> <li>• Designing communication and promotion-mix strategies</li> </ul>