

Course Title	<b>MARKETING MANAGEMENT</b>
Course Code	<b>MGT 226</b>
Course Purpose and Objectives	This course is a comprehensive and practical introduction to marketing management. Through the course students improve their ability to make effective marketing decisions by evaluating opportunities related to marketing and develop appropriate strategies and implementation plans. Through a combination of interactive discussions, cases, practical examples and a group project, the course applies marketing topics to consumer and business-to-business products, services, and nonprofit organizations.
Learning Outcomes	<ol style="list-style-type: none"> <li>1. Identify growth opportunities that go along the corporate mission</li> <li>2. Choose information and techniques to predict demand</li> <li>3. Demonstrate the importance of building customer value</li> <li>4. Select appropriate criteria for segmentation and target segmenting</li> <li>5. Develop appropriate pricing and product strategies</li> </ol>
Course Content	<ul style="list-style-type: none"> <li>• Core marketing concepts</li> <li>• Customer Value and Marketing</li> <li>• Demand forecasting and collecting information</li> <li>• Building customer value, loyalty and satisfaction.</li> <li>• Analysis of consumer and business markets</li> <li>• Global markets</li> <li>• Segmentation on consumer and business markets</li> <li>• Developing brand positioning.</li> <li>• Brand equity models. Building brand equity</li> <li>• Setting product and price strategy.</li> <li>• Managing digital marketing communications</li> </ul>