

Course Title	MARKETING MANAGEMENT
Course Code	MKT 401
Course Purpose and Objectives	Through this 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"> 1. Evaluate growth opportunities that go along with the corporate mission. 2. Examine information and techniques to predict demand. 3. Critically evaluate the importance of building customer value. 4. Examine appropriate criteria for segmentation and target segmenting. 5. Develop appropriate pricing and product strategies
Course Content	<p>Analysis core marketing concepts</p> <p>Customer Value and Marketing.</p> <p>Demand forecasting and collecting information</p> <p>Building customer value, loyalty and satisfaction.</p> <p>Analysis of consumer and business markets.</p> <p>Global markets.</p> <p>Segmentation on consumer and business markets.</p> <p>Developing brand positioning.</p> <p>Brand equity models.</p> <p>Setting product strategies</p> <p>Selecting pricing strategy.</p> <p>Managing digital marketing communications</p>