Course Title	**MANAGERIAL MARKETING IN THE DIGITAL ERA**
Course Code	**MKT 608**
Course Purpose and Objectives	This course blends marketing management principles with contemporary digital marketing strategies to provide students with the knowledge and skills required to develop, implement, and evaluate marketing strategies in an increasingly digital and data-driven business environment. Students will critically investicate consumer behavior, market dynamics, digital transformation, customer engagement, and strategic decision-making while applying both managerial and digital marketing tools to real-world business challenges. The course emphasizes the integration of digital marketing into broader organizational and marketing strategies.
Learning Outcomes	1. Evaluate the marketing environment in the digital era 2. Justify digital marketing efforts considering digital consumers 3. Evaluate the evolving digital consumer 4. Compare digital marketing strategies 5. Assess emerging technologies and their effect in marketing efforts
Course Content	**Marketing Management in the Digital Era** **Marketing Environment and Consumer Insights** **Marketing Information, Research and Analytics** **Segmentation, Targeting and Positioning** **Product and Service Strategy** **Pricing Strategy and Revenue Management** **Digital Marketing Strategy** **Customer Relationship Management (CRM)** **Marketing Channels and Distribution** **Integrated Marketing Communications (IMC)** **Emerging Technologies and Future Marketing Trends** **Measuring Marketing Performance**