Master Course Syllabus Outline

Department: Management, Marketing and Administrative Systems  
Course Prefix/Number: MKTG 508  
Course Title: Marketing Management  
Master Syllabus Approved by Department on: 12/1/08

I. Catalog Description:
Study of the planning and coordination of marketing functions specifically related to product, pricing, promotion and distribution strategies. Includes case analysis and presentation of results.

II. Prerequisites:
MGMT 500 or approval of department head

III. Expanded Course Description:
The study of Marketing Management will be conducted using the text, in-class lecture and problem-solving opportunities.

IV. Intended Student Outcomes:
A. UNDERSTAND contemporary marketing management terminology
B. UNDERSTAND the marketing management concepts and strategies necessary to make effective marketing decisions
C. KNOW the essential elements of the marketing mix.
D. KNOW that the marketing mix elements are the basis for carrying out marketing actions.
E. EXHIBIT the ability to differentiate between marketing mix elements and other (usually uncontrollable) elements in the marketing environment.
F. UNDERSTAND that the marketing environment presents both constraints and opportunities for the marketing manager.
G. UNDERSTAND the central role in marketing of:
   ● Market segmentation
   ● Identification of target markets
   ● Adaptation of the marketing mix elements to satisfy target markets
   ● Behavioral aspects in both consumer and organizational markets
   ● Demographic, lifestyle and other trends in the marketplace.
H. UNDERSTAND how the firm can obtain and use information for marketing management
I. KNOW and VALUE the importance of international marketing opportunities.
J. VALUE an ethical approach to the practice of marketing.
K. **DEMONSTRATE** effective written and whenever possible, given the nature of course delivery constraints, oral communication skills.

L. **DEMONSTRATE** the ability to
   - Identify marketing problems
   - Formulate solutions for marketing problems
   - Suggest ways to implement solutions.

At the conclusion of the course the student will:
Be able to be a contributing member of a marketing strategy team.

V. Unless otherwise stipulated in this master syllabus by the department, the following items are subject to faculty discretion as described in each faculty member’s individual course outline/syllabus:

   a) Course Requirements
   b) Required Text(s)
   c) Bibliography

VI. **Academic Honesty**: Cheating, plagiarism (submitting another person’s materials or ideas as one’s own), or doing work for another person who will receive academic credit are all-impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure or give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged material as if it were the student’s own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.

VII. **Students With Disabilities Policy**: It is the policy of Tarleton State University to comply with the Americans with Disabilities Act (ADA) and other federal, state, and local laws relative to the provision of disability services. Students with disabilities attending Tarleton State University may contact the Office of Disability Services to request appropriate accommodation. Furthermore, formal accommodation requests cannot be made until the student has been officially admitted to Tarleton State University.

Department Head Signature/Date:
_________________________________________  ____/_____/______
Signature                                      Date