

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

American Public University System

The Ultimate Advantage is an Educated Mind

School of Business
MKTG600
Marketing Management
Credit Hours: 3
Length of Course: 8 weeks
Prerequisite: None

Please see the **Lessons** area in the classroom for additional course specific information

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Course Description (Catalog)

This course is designed to illustrate development, implementation, and reformulation of business strategy, with both domestic and international implications. Emphasis is placed on the need for, awareness of, and accommodation to changes in an organization's internal and external environments. Generic types of business strategies and techniques for analyzing strategies are also covered.

Course Scope

This course is designed to help students extend their understanding of the total marketing function within an organization and learn to diagnose, analyze, and solve marketing problems. Particular emphasis is placed on techniques and theories applicable for the strategic and tactical decisions in the field of marketing.

Course Materials

Marketing Management by Philip Kotler and Kevin Lane Keller, 14th Edition, ISBN: 0132102927, Prentice Hall, Inc.

Course Objectives

Upon successful completion of this course, the student will be able to:

1. Develop a Marketing Plan.
2. Define the types of marketing research.

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3. Analyze potential pricing alternatives.
4. Define channel strategy
5. Design a sales management plan.
6. Define the process for bringing a new product or service to market.

Course Outline

Week	Topic(s)	Learning Objectives
1	Defining Marketing for the 21 st Century	(LO1) Discuss the various aspects of marketing management.
	Developing Marketing Strategies and Plans	(LO2) Determine how to capture marketing insights
	Gathering Information and Scanning the Environment	.
	Conducting Marketing Research and Forecasting Demands	
2	Creating Customer Value, Satisfaction, and Loyalty	
	Analyzing Consumer Markets	(LO3) Examine why it is important for the marketing manager to connect with their customers.
	Analyzing Business Markets	
	Identifying Market Segments and Targets	
3	Creating Brand Equity	(LO4) Discuss building strong brands
	Crafting the Brand Positioning	
	Dealing with Competition	
4	Setting Product Strategy	(LO5) Define how to shape market offerings.
	Designing and Managing services	
	Developing Pricing Strategies and Programs	
5	Designing and Managing Value Networks and Channels	(LO6) Explore ways the marketing manager can deliver value
	Managing Retailing, Wholesaling, and Logistics	
6	Designing and Managing Integrated Marketing Communications	(LO7) Discuss the importance of communicating value.
	Managing Mass communications: Advertising, Sales Promotions, Events, and Public Relations	
	Managing Personal Communications: Direct Marketing and Personal Selling	
7	Introducing New Market Offerings	(LO8) Describe how the marketing manager can create successful long-

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	Tapping into Global Markets Managing a Holistic Marketing Organization Research Paper Project	term growth (LO9) Demonstrate knowledge of marketing management (LO10) Reflect on learning during the course and provide feedback for course improvement
8	Final Examination and Reflections on the Course	(LO9) & (LO10)

Course Delivery Method

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

Policies

Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

- [Drop/Withdrawal Policy](#)
- [Plagiarism Policy](#)
- [Extension Process and Policy](#)
- [Disability Accommodations](#)

Grading Scale

Please see the [Student Handbook](#) to reference the University's [grading scale](#).

Citation and Reference Style

Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Late Assignments

Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each

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assignment is listed under each Assignment. As adults, students, and working professionals, I understand you must manage competing demands on your time. We all know that “life happens” but it is important to adhere as closely to the deadlines in the class as possible.

Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution. If arrangements are not made in advance, a late penalty of 10% will be assessed for any assignment submitted 1-7 days past the due date. Assignments will not be accepted after the 7th day. No work will be accepted past the final day of class.

Netiquette

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper “Netiquette” must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-), :), ☺

Disclaimer Statement

Course content may vary from the outline to meet the needs of this particular group.

Academic Services

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to librarian@apus.edu.

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- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors' publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Tutor.com:** AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. [Tutor.com](http://tutor.com) connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.
- **Disability Accommodations:** Students are encouraged email dsa@apus.edu to discuss potential academic accommodations and begin the review process.

Request a Library Guide for your course (<http://apus.libguides.com/index.php>)

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or classname.

If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

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Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.