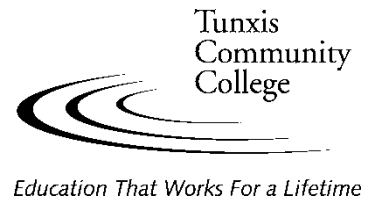


# COURSE SYLLABUS



<b>Course Title:</b>	Marketing Management	<b>Date submitted:</b>	Spring 2014 (AAC: 14-26)	
<b>Department:</b>	Business & Technology			
<b>Curriculum:</b>	Marketing			
<b>Course Descriptors:</b> Make certain that the course descriptors are consistent with college and Board of Trustees policies, and the current course numbering system.	<b>Course Code:</b> (eg. ACC 101)	BMK*283	<b>Prerequisites:</b> C- or better in Integrated Marketing Communications (BMK*245) OR Consumer Behavior (BMK*207), AND C- or better in Composition (ENG*101)	
	<b>Course Type:</b>	L/D		
	A: Clinical B: Lab D: Distance Learning I: Individual/Independent L: Lecture N: M: Seminar Internship P: Practicum U: Studio X: Combined Lecture/Lab Y: Combined Lecture/ Clinical/Lab Z: Combined Lecture/Studio	<b>Elective Type:</b>	G	<b>Corequisites:</b>  None
	AH: Art History E: English FA: Fine Arts FL: Foreign Language G: General HI: History HU: Humanities LAS: Liberal Arts & Sciences M: Math S: Science SS: Social Science	<b>Credit Hours:</b>	3	
	<b>Developmental:</b> (yes/no)	No	<b>Other Requirements:</b>  None	
	<b>Contact Hours:</b>	Lecture: 3		
		Clinical: 0		
		Lab: 0		
		Studio: 0		
		Other: 0		
	TOTAL: 3			
<b>Class Maximum:</b>	25			
<b>Semesters Offered:</b>	F/Sp/Su			
<b>Ability-Based Education (ABE) Statement:</b>	At Tunxis Community College students are assessed on the knowledge and skills they have learned. The faculty identified the General Education Abilities critical to students' success in their professional and personal lives. In every class, students are assessed on course abilities, sometimes program abilities, and, in most classes, at least one General Education Ability. Students will receive an evaluation of the degree to which they have demonstrated or not demonstrated that General Education Ability.			
<b>Catalog Course Description:</b>	The management application of marketing to the decision-making process in profit and nonprofit enterprises. Primary emphasis is on the development, implementation, management and evaluation of total marketing programs through case-study analysis.			
<b>Topical Outline:</b> List course content in outline format.	<ol style="list-style-type: none"> <li>1. Strategic planning and the Marketing Management Process</li> <li>2. Understanding the target market</li> <li>3. Marketing Mix including new product development/product and brand strategy</li> <li>4. Marketing in special fields (services and global marketing management)</li> <li>5. Financial analysis for Marketing Management decisions</li> <li>6. Internet exercises and sources of Marketing Management information</li> <li>7. Social and ethical/legal issues in Marketing Management</li> <li>8. Strategic Marketing Management cases</li> <li>9. Analysis of cross-functional teams</li> </ol>			
<b>Outcomes:</b>	Upon successful completion of this course, the student will be able to do the following:			

<p>Describe measurable skills or knowledge that students should be able to demonstrate as evidence that they have mastered the course content.</p>	<p><b>COURSE:</b></p> <ol style="list-style-type: none"> <li>1. conduct marketing analyses to define market segments, choose target markets and design marketing strategies in real-world case studies</li> <li>2. use current marketing research to make strategic recommendations on product planning, pricing strategy, distribution channels and promotion/advertising strategy</li> <li>3. recognize and describe ethical issues in marketing</li> </ol> <hr/> <p><b>PROGRAM:</b> <i>(Numbering reflects Program Outcomes as they appear in the college catalog)</i></p> <p><b>Business Administration Program</b></p> <ol style="list-style-type: none"> <li>1. successfully complete the business administration core courses and demonstrate competencies necessary for success in business administration including an understanding of:             <ol style="list-style-type: none"> <li>a) the role of marketing in the business environment and applying core marketing principles to the development of business strategy and decision-making process</li> </ol> </li> <li>2. demonstrate the ability to integrate knowledge and apply learned skills for real-world business decision making</li> <li>3. demonstrate proficiency in the General Education Abilities as they apply to the business professions</li> </ol> <p><b>Marketing Management Option</b></p> <ol style="list-style-type: none"> <li>1. demonstrate competency in researching, planning, implementing, and evaluating the components of a marketing program</li> <li>2. demonstrate specialized knowledge necessary for success in marketing including the ability to develop integrated marketing communications</li> </ol> <hr/> <p><b>GENERAL EDUCATION:</b> <i>(Numbering reflects General Education Outcomes as they appear in the college catalog)</i></p> <p><b>2. Critical Analysis/ Logical Thinking</b> - Students will be able to organize, interpret, and evaluate evidence and ideas within and across disciplines; draw reasoned inferences and defensible conclusions; and solve problems and make decisions based on analytical processes.</p> <p><b>Demonstrates:</b> Identifies the issue(s); formulates an argument; explains and analyzes relationships clearly; draws reasonable inferences and conclusions that are logical and defensible; provides support by evaluating credible sources of evidence necessary to justify conclusions.</p> <p><b>Does Not Demonstrate:</b> Identifies few or no issues; formulates an argument without significant focus; provides an unclear explanation of analysis and relationships; drawing few reasonable inferences and conclusions that are illogical and indefensible; provides little to no support using credible sources of evidence necessary to justify conclusions.</p> <p><b>11. Written Communication (embedded)</b> - Students will be prepared to develop written texts of varying lengths and styles that communicate effectively and appropriately across a variety of settings.</p> <p><b>Demonstrates:</b> Writes articulate texts using appropriate evidence and appeals as determined by the rhetorical situation.</p> <p><b>Does Not Demonstrate:</b> Writes texts lacking appropriate evidence and appeals as determined by the rhetorical situation.</p>
<p><b>Evaluation:</b> List how the above outcomes will be assessed.</p>	<p><b>Assessment will be based on the following criteria:</b></p> <ol style="list-style-type: none"> <li>1. examinations</li> <li>2. papers</li> <li>3. quizzes</li> <li>4. oral presentations</li> <li>5. group projects</li> </ol>

<b>Instructional Resources:</b> List library (e.g. books, journals, on-line resources), technological (e.g. Smartboard, software), and other resources (e.g. equipment, supplies, facilities) required and desired to teach this course.	<b>Required:</b> None <b>Desired:</b> None
<b>Textbook(s)</b>	Refer to current academic year printout