

MBA Program
MARKETING MANAGEMENT
Sample Course Outline



SUMMARY:

Employing a variety of pedagogical methods, including lecture, individual and group exercises, as well as case study, this class adopts a strategic perspective to deliver the above objectives. To facilitate learning and application of key topics, student teams will engage a computer simulation of the marketing planning process called Markstrat. Markstrat provides a dynamic learning environment and increases a group's ability to work as a team managing a highly competitive company. Teams will evaluate the strengths and weaknesses of the other firms and their likely actions or reactions to your moves. Teams will also study consumer behaviour from primary and secondary research studies and use this information to develop a sound marketing plan. Please note that what you get out of this course is eventually fairly correlated with what you put in; I merely seek to introduce you to various facets of this important area.

Course Title:

Marketing Management

Course No. MNGT5250

Prerequisites/Sequence.

The course is structured on the presumption of college-level proficiency in algebra and a basic familiarity with inference-making using probabilistic/statistical analysis.

Course aims / objectives.

1. To develop an awareness of major marketing problems faced by a variety of organizations with emphasis on sound approaches to addressing these problems.
2. To develop an appreciation of the key linkages between marketing and other business functions.
3. To cultivate proficiency in developing customer-oriented, competitive, marketing strategies and plans.
4. To furnish a solid foundation for further course work in marketing

Preliminary readings to be done prior to the first class. NIL

Detailed list of Texts & References to include Recommended Readings for the whole course.

Readings packet including Markstrat Handbook, book chapters and cases.

Lecture Guides by Week / Course Schedule (as separate documents if necessary)

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Week 1	Course Introduction / The Marketing Process Markstrat Lecture and Lab 1
Week 2	Understanding Consumers Markstrat Lecture and Lab 2
Week 3	Researching Markets Segmentation/ Targeting/ Positioning
Week 4	Segmentation/ Targeting/ Positioning New Products/ Innovation
Week 5	Marketing Plan Case 1: Group Presentations
Week 6	Distribution Integrated Marketing Communication
Week 7	Case 2 Group Presentations The Value Cycle
Week 8	Case 3 Group Presentations Satisfaction - Loyalty
Week 9	Review Markstrat Presentations
Week 10	Marketing Plan due Individual Essay due Final Exam

Assessment requirements as follows:

Mid-term Exam	No		
End-of-term Exam	Yes	Weighting of each assessment component	Case Memo x 2 (10% each) 20% Markstrat 45% - consists of: - Team Marketing Plan 15% - Team presentation 10% - Individual essay 10% - Peer Evaluations 10% Final Exam 35%
Group assessment	Yes		
Individual assessment	Yes	Is the course	Graded
Group Presentation	Yes	Late Policy [deduction of marks for last assignment(s) /project(s)]	5%
Individual Presentation	No	Return of assignments & projects: where should they be handed in?	MBA Office

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