

MERCER COUNTY COMMUNITY COLLEGE

Course Outline

MKT 102  
Course Number

Marketing Management  
Course Title

3  
Credits

3  
Class Hours

0  
Laboratory Hours

15 Weeks  
Length of Semester

TEXT:            Title:            Strategic Marketing Management  
                    Author:           Anderson  
                    Publisher:       Houghton/Mifflin  
                    Edition:          Second

Course Description:

In Strategic Marketing Management, marketing is viewed as a dynamic process designed to achieve distinctive strategic competitive and global advantages. This is accomplished through value-added activities designed to create and sustain long term customer satisfaction and relationship.

Prerequisites: MKT 101 with a minimum C grade, or permission of instructor.

Corequisites: None.

Dr. Carl J. Kovelowski  
Course Coordinator

Course Requirement: The student must:

1. Research at least five current articles pursuant to the topics being discussed during the semester, or develop assigned project.
2. Be prepared to present the article orally to the class if called upon.
3. Your instructor will announce the due date or dates for the articles/project.

Article Preparation:

1. The topic must be as current as possible (no more than 2 years old).
2. The article should be summarized in the student's own words.
3. The article must also be critiqued, that is to say, the author's main ideas should be brought to bear relative to their efforts on current market situations. (See attached recommended format.)

Suggested Sources for Article Reports:

- |                             |                           |
|-----------------------------|---------------------------|
| (1) Journal of Marketing    | (6) Wall Street Journal   |
| (2) Business Week           | (7) New York Times        |
| (3) Harvard Business Review | (8) Journal of Psychology |
| (4) Advertising Age         | (9) Newsweek              |
| (5) Chain Store             |                           |

Course Grade Evaluation

Quiz	20%
4 Hourly Exams (date to announced)	50%
Class Participation –Attendance and Assignments	<u>30%</u>
Final Grade	100%

Numerical Grade Equivalents:

90 to 100 = A	Exam #1	Chapters 1-5
80 to 89 = B	Exam #2	Chapters 6-9
70 to 79 = C	Exam #3	Chapters 10-13
60 to 69 = D	Final Exam	Chapters 14-16
0 to 59 = NC		

Required Format

Name: \_\_\_\_\_

Section: \_\_\_\_\_

Date: \_\_\_\_\_

A REACTION PAPER

Title of Article:

Source and Date:

Author:

Summary of Article: ( Limit to one – two pages)

Reaction and Recommendations:

NOTE: All of the objectives as stated in your course outline will be accomplished with at least a 60% accuracy level. Behavioral objectives will be measured utilizing at least one (1) of the following testing methods.

- (a) Essay questions.
- (b) Objective – True-False, Matching, or Multiple-Choice type questions.
- (c) A combination of Essay and Objective type questions.

\* The student's competency level will be measured based on the following areas of student accountability.

- (1) A series of essay or multiple-choice type questions designed to measure the progress relative to specific objectives listed in the course outline.
- (2) A series of five current marketing articles to be researched, summarized, and critiqued during the course of the semester.

## Week #1 -- The Changing Role of Marketing

### Student Preparation

1. Read Chapter 1.
2. Be prepared to discuss the questions at the end of the chapter.
3. Case problems to be assigned by your instructor.
4. Participate in class discussion.

### **Chapter Learning Objectives**

Upon completion of this chapter, the student will be able to answer the following objectives:

1. How is marketing and marketing management defined today?
2. How has the marketing concept evolved?
3. What is the marketing mix and how is it affected by change?
4. How will marketing management continue to change in the twenty-first century.
5. What strategies are being used to focus on customer satisfaction?
6. How will organizations build markets for the long term?

## Week #2 – Forces of change and their Impact

1. Read Chapter 2.

### **Chapter Learning Objectives**

Upon completion of this chapter, the student will be able to answer the following questions:

- 1) What forces of change provide opportunities and threats for marketing organizations today?  
How can marketing managers capitalize on the crises and critical events that precipitate change?
- 2) What is the importance to the marketing process of each element of the internal and external marketing environments?
- 3) How do the relationships among the various environmental forces interact to impact marketing decisions?
- 4) How can the phases in the marketing organizational ecocycle concept be applied to existing marketing organizations?
- 5) What is the impact of emerging trends in the contemporary marketing environment on marketing activities?
- 6) In what ways does change impact marketing strategy and tactics in the planning process?
- 7) What are some ways that marketers can identify opportunities in a time of change?
- 8) How can marketing managers integrate innovation and creativity into their plans for managing change?

### Week #3 -- Strategic Market Planning

1. Read Chapter 3.

#### **Chapter Learning Objectives**

Upon completion of this chapter, the student will be able to answer the following questions:

- 1) What is the significance of strategic market planning, and what is the role that strategic planning plays in managing change?
- 2) What is the difference between strategy and tactics, and what is their relationship to an organization's external and internal environments?
- 3) What is the role of strategic market planning at different levels of an organization?
- 4) What are the stages in the strategic market planning process, and how can they be applied to a specific marketing situation?
- 5) What are the key forces in an organization's internal and external environments that can impact performance?
- 6) What are the basic approaches to attaining sustainable competitive advantage over the long term?
- 7) How is the strategic planning process related to the challenge of change in a complex and uncertain marketing environment?
- 8) What is the importance of taking a customer orientation in the creation of a strategic market plan?

### Week #4 – Marketing Intelligence and creative problem solving

1. Read Chapter 4.

#### **Chapter Learning Objectives**