

ADVANCED MARKETING 2005

Course Overview

Total Hours: 125

UNIT 1: MARKETING INFORMATION MANAGEMENT

Hours: 29

Topic: Marketing Research (6 hours)

Goal: The student will be able to describe the role and purpose of marketing research.

Objectives: The student will:

- Describe the functions of the marketing information systems.
- Explain the nature of marketing research.
- Name the four important areas of marketing research.
- Describe the important trends, types and limitations affecting marketing research.
- Explain a “request for proposal” (RFP) and respond to it.

Topic: Conducting Marketing Research (23 hours)

Goal: The student will be able to evaluate the marketing research process.

Objectives: The student will:

- Identify the five steps of the marketing research process.
- Differentiate between primary and secondary data.
- Compare and contrast the various methods to collect data.
- Construct surveys applying modern technology.
- Compile a strengths, weaknesses, opportunities, and threats analysis of a product.

UNIT 2: PRODUCT AND SERVICE MANAGEMENT

Hours: 29

Topic: Product Planning (14 hours)

Goal: The student will be able to identify the role of product as part of the marketing mix.

Objectives: The student will:

- Describe the nature and scope of product planning.
- Compare and contrast the concept and strategies of the product mix.
- Describe the steps in new product development.
- Explain the product life cycle and product positioning.
- Identify the purpose of category management.

Topic: Branding, Packaging, and Labeling (15 hours)

Goal: The student will be able to describe the nature, scope, and importance of branding and product planning

Objectives: The student will:

- Compare and contrast the various branding elements.
- Differentiate the types of brands.
- Classify different branding strategies.
- Clarify the main functions of product packaging and labeling.

UNIT 3: ENTREPRENEURSHIP AND FINANCE

Hours: 33

Topic: Developing a business/marketing plan (24 hours)

Goal: The student will be able to create a marketing plan for a product/service

Objectives: The student will:

- Explain the purpose and importance of business and marketing plans.
- Describe the major sections of a business and a marketing plan.
- Describe and analyze a proposed marketing plan.
- Create and evaluate a marketing plan.

Topic: Financing the Business (Marketing) (9 hours)

Goal: The student will be able to create a financial plan that can be presented to financial institutions for funding a new business.

Objectives: The student will:

- Prepare and evaluate a financial document.
- Develop a personal financial statement.
- Determine start-up costs.

- Estimate business income and expenses.
- Prepare income statements, balance sheets, and cash flow statements.

UNIT 4: GLOBAL MARKETING (Kerin, R., Berkowitz, N. & etal., 2003. Marketing 7th ed. McGraw Hill Higher Education, NY, NY)

Hours: 34

Topic: Reaching Global Markets (34 hours)

Goal: Student will be able to apply marketing concepts in a global environment.

Objectives: The student will:

- Describe the nature and scope of world trade on a global scale.
- Analyze the effects of economic protectionism and its impact on international marketing practices.
- Identify environmental factors in global marketing.
- Identify the challenges marketers face in worldwide marketing programs.