1. General Information:
   Units: 3 credits
   Prerequisites: [MKTG 300] [IS 301]
   *Students must have taken a general/basic Marketing course and Business Communications course before enrolling in MKTG 494*

2. Catalog Description:
   Strategies and techniques in marketing management. Application of prior material from marketing curriculum to problems and cases. Emphasis on problem identification, evaluation of alternatives, and developing recommendations.

3. Curriculum Justification:
   The course focuses on various marketing strategies, including segmentation, targeting, positioning, and marketing mix (product, price, place and promotion) strategies and explores how those strategies contribute to the company’s competitive advantage in the marketplace. The curriculum provides students with managerial guides on the management of the marketing function.

4. Course Objectives:
   The course investigates marketing from a managerial perspective, including the critical analysis of functions of marketing opportunity assessment, marketing planning, marketing implementation, evaluation and control of the marketing effort. The course provides the student with a necessary mix of: (1) critical analysis, (2) application of concepts and techniques, and (3) communication.

   - **Learning goals – Critical Thinking:** (a) Students will demonstrate an ability to comprehend the various aspects of a company’s marketing strategy as well as the forces that influence such strategy; (b) Students will demonstrate an ability to analyze the situation facing a company and perform tasks in segmentation, targeting, and positioning, and developing a marketing mix.

   - **Learning goal – Application:** Students will demonstrate an ability to create a detailed marketing plan and implementation schedule for a company, or critically evaluate existing marketing strategies and tactics.

   - **Learning goals – Business Function:** Students will demonstrate an ability to understand marketing strategies in both B2C and B2B contexts;

   - **Learning goals – Communications and Presentation:** Students will demonstrate that (a) they can communicate effectively among team members to develop a team-prepared written project and (b) they can make a persuasive, effective presentation of their project.
• **Learning goals – Teamwork:** Students will demonstrate that they can work effectively in teams and resolve conflicts within the team.

5. **Outline of Subject Matter:**
This is a listing of the subject matter that **must** be covered in this course. It does not preclude other topics that are part of the Marketing area or the depth of some topics. The list is flexible enough to allow individual instructors to focus on particular areas of interest to the instructor. The order of the topics listed below may be adjusted and some topics listed may be discussed together. Additional topics can be added to the course based on the instructor’s expertise and personal preferences in teaching this course. The **required topics** are also those that are included in the course assessment for MKTG 494.

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<thead>
<tr>
<th>Topics and examinations:</th>
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<tbody>
<tr>
<td>1 Introduction to marketing management</td>
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<tr>
<td>2 Elements of marketing strategy and planning</td>
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<td>3 Customer relationship management &amp; marketing information management</td>
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<td>4 Decision making processes in B2C and B2B contexts</td>
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<td>5 Segmentation, Targeting, Positioning</td>
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<td>6 Product strategy and brand management</td>
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<td>7 New product development</td>
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<td>8 Managing pricing decisions</td>
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<td>9 Managing marketing channels and supply chain</td>
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<td>10 Integrated Marketing Communications</td>
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<td>11 Metrics for measuring marketing performance</td>
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6. **Methods of Instructions:**
There must be at least one major project in the course:
- The group project should revolve around a business company where students work in teams to apply what they have learned in class to either develop a marketing plan, or critique a marketing strategy.

**Additional active learning tasks that may be used in the course:**
- Participation (in-class) exercises that involve group work.
- Participation in discussion forums.
- Written group assignments
- Case analyses
- Simulations
- Examinations that preferably use short answers, essays, and requiring some form of integration of concepts – NOT only multiple choice questions. If multiple choice questions are used, they should predominantly focus on concept and technique application, not necessarily recall or recognition.
There is no standardized text for all sections of MKTG494. Some examples of the texts that may be used are:

- Chernev & Kotler, 5th ed., Strategic Marketing Management, Brightstar Media

7. **Instructional Policies**:

   - **Grading Policy**:
     - Final course grades shall be based on at least three (3), and preferably four (4) or more, demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third of the final course grade. See academic senate policy (http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2005/07/)
   
   - **Policy on Classroom Behavior**:
     - All cell phones & other electronic devices (e.g., pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
     - Students are responsible for what transpired if they miss a class. It is the student’s responsibility to contact the instructor or a classmate to determine what was missed. See “Policy on Make-up Exam and Assignments” below.
     - Talking and other disruptive behavior are not permitted while classes are in session.
     - Students are expected and must do ORIGINAL work for all assignments, including exams. See “Academic Integrity” policy below.
     - It is the student’s responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.

   - **Policies on Withdrawal, Late Withdrawals, and Incompletes**:
     - The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the CBA.

   - **Academic Integrity**:
     - Students are expected to do original work for all assignments, including exams. Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials. Students are expected to adhere to CBA (http://www.csulb.edu/colleges/cba/dean/academic-integrity/) and University policies regarding Academic Integrity (http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2008/02/). Please avoid an embarrassing or unfortunate situation.

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1 Please refer to the university website for the latest policy.
- **Campus Computer/Network Usage:**
  - Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the “Policy Governing Access to and Use of CSULB Computing Resources”. These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time sharing systems, some to microcomputers and local area networks, and some to all systems.

- **Disabilities:**
  - Disabled Students Services (DSS): This is a student support service within the Student Services Division. Our Mission is to assist students with disabilities as they secure their university degrees at CSULB. We provide services to over 1300 students each semester. Over 3000 students with disabilities have graduates from CSULB with support from our program. The DSS office is located on the 2nd floor in the Administration Building, room SS/AD 270.