

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Marketing Management
COURSE NUMBER: BMK 413
PRE-REQUISITE(S): BMK 305, BMK 320, and BMK 321

COURSE DESCRIPTION:

This course is the capstone course for marketing majors. Using various classroom techniques (e.g., simulations, case studies, etc.), students investigate approaches and problems of the analysis, planning, implementation, and control functions of a marketing plan in order to achieve desired marketing goals within an organization. This is a required course for marketing majors

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Conduct a Business Review that will provide the decision-making basis upon which the marketing plan can be built.

Learning Objectives: The student will:

- A-1 Outline how company history, organizational structure, and mission are foundational to the plan
- A-2 Identify company strengths and weaknesses
- A-3 Assess company and industry sales and profitability performance and trends

GOAL B:

Identify problems and opportunities that must be addressed in the marketing plan.

Learning Objectives: The student will:

- B-1 Explain how the Business Review gives rise to specific challenges for the business
- B-2 Illustrate how to articulate succinct, actionable problems and opportunities in a format that allows an organized transition from

GOAL C:

Select target market segments and link them to sales through quantitative marketing objectives.

Learning Objectives: The student will:

C-1 Apply segmentation theory

C-2 Examine how target markets and marketing objectives are linked to sales

C-3 Interpret the process for developing marketing objectives

GOAL D:

Identify the marketing objectives that are most closely aligned with the organization's overall business strategy.

- F-2 Evaluate strategies and tools for proper selection and motivation of marketing staff

GOAL G:

Develop marketing consulting skills.

Learning Objectives: The student will:

- G-1 Review and evaluate the marketing approach of an existing business
- G-2 Create a business review and plan and present it to the business executive(s)