

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

## American Public University System

*The Ultimate Advantage is an Educated Mind*

**Marketing  
MKTG 403  
Marketing Management  
3 Credit Hours  
8 Week Course  
Prerequisite: None**

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### Course Description

#### **MKTG403 Marketing Management (3 hours)**

The course is an introduction to the language and issues of marketing with an emphasis on learning to develop responsive marketing strategies that meet customer needs. The course focuses on basic marketing concepts, the role of marketing in the organization, and the role of marketing in society. Topics include market segmentation, product development, promotion, distribution, and pricing. Other topics, which will be incorporated into the course, are external environment (which will focus on integrative topics with marketing, such as economics, politics, government, and nature), marketing research, international/global marketing with relevance to cultural diversity, ethics, the impact of technology on marketing, and careers in marketing.

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### Course Scope

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We all have many experiences with marketing from the viewpoint of the consumer. In this course, we will take the perspective of the marketing decision maker. I hope you will learn that there is much more to marketing than you might have expected. From the textbook, participation assignments/homework, and our class discussions, you will learn about the decisions that marketers must make and tools/frameworks that will assist you in making those decisions effectively. By the end of the course, you should understand the complexity and challenges associated with making marketing decisions as well as ways to design effective marketing strategies. On the practical side, this new understanding of marketing should make each of you a more knowledgeable consumer.

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### Course Objectives

*Upon successful completion of this course, the learner will be able to:*

- To analyze the role of marketing within the firm and society.
- To expose you to the two parts of a marketing strategy: the target market and the marketing mix.
- To study the four basic variables in the marketing mix: product, promotion, price, and distribution.
- To exercise analytical, communication, and presentation skills (through use of technological aids, such as Microsoft Word, PowerPoint, and the Internet) – the basic tools of marketing.

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### Course Delivery Method

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. **Online assignments are due by the last day of each week.**

**Assigned Discussion Forum** questions—the guidelines set-forth for the initial response is due no later than Thursday and responses throughout the remainder of the week (accomplished in groups through a threaded discussion Forum), examinations and/or quizzes (graded electronically), and individual assignments (submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course. **For the eighth and final week, the final project and any assignments must be completed by Sunday, the last day of the course.** Throughout this course, use the following daily schedule:

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Day 1 = Monday

Day 2 = Tuesday

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Day 3 = Wednesday  
Day 4 = Thursday  
Day 5 = Friday  
Day 6 = Saturday  
Day 7 = Sunday

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### Course Materials

All assigned readings for this course are listed and accessible via the lessons area.

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### Evaluation Procedures

<b>Course Requirement</b>	<b>Percent of Grade</b>	<b>Due Date</b>
Introductory Biography & Interactions	1.6	Weds. Week 1
Discussion Forum Questions (Weeks 1-8) Interaction/Participation	16.8	Mon-Sun Initial due Thurs.
Application of Concepts (Weeks 1-8)	21.1	Sunday
Turnitin.com Acknowledgement Exercise	2.6	Weds.

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		<b>Week 1</b>
<b>Anti-Plagiarism Quiz</b>	<b>5.3</b>	<b>By Sunday Week 1</b>
<b>Midterm Exam</b>	<b>26.3</b>	<b>Week 4</b>
<b>Final Exam</b>	<b>26.3</b>	<b>Week 8</b>
<b>Total Points</b>	<b>100</b>	

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### Discussion Forum Participation

There will be at least three (3) discussion questions each week based on the weekly reading assignments. You are required to respond to the initial posting from the instructor (me) as well as responding to at least two additional postings your fellow cohorts (responses must be of substantive meaningfulness). Each week this assigned task is graded on a 100 point scale

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### Homework Assignments

This assigned task must be completed by Sunday at 11:59 P.M. It is to be submitted as an assignment. Each week this assigned task is graded on a 100 point scale.

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### Examinations

The Mid-Term and Final Examination will be given in week 4 and week 8. Both examinations will cover selected sections of the textbook (Mid-term Chapters 1-10; Final Chapters 11-20). It will be open book/open note and will be used to measure your comprehension of the course material. The midterm and final exams are with 100 pts each.

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<b>Course Outline</b>		
<u>Week</u>	<u>Topic(s)</u>	<u>Learning Objective(s)</u>
1	<b>Marketing: Creating and Capturing Customer Value</b>	<ol style="list-style-type: none"> <li>1. Define marketing and outline the steps in the marketing process.</li> <li>2. Explain the importance of understanding customers and the marketplace, and identify the five core marketplace</li> </ol>

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	<p><b>Company and Marketing Strategy: Partnering to Build Customer Relationships</b></p>	<p>concepts.</p> <ol style="list-style-type: none"> <li>3. Identify the key elements of a customer-drive marketing strategy and discuss the marketing management orientations that guide marketing strategy.</li> <li>4. Discuss customer relationship management, and identify strategies for creating value <i>for</i> customers and capturing value <i>from</i> customers in return.</li> <li>5. Describe the major trends and forces that are changing the marketing landscape in this age of relationships.</li> <li>6. Explain companywide strategic planning and its four steps.</li> <li>7. Discuss how to design business portfolios and develop growth strategies.</li> <li>8. Explain marketing's role under strategic planning and how marketing works with its partners to create and deliver customer value.</li> <li>9. Describe the elements of a customer-driven marketing strategy and mix, and the forces that influence it.</li> <li>10. List the marketing management functions, including the elements of a marketing plan, and discuss the importance of measuring and managing return on marketing.</li> </ol>
<p style="text-align: center;"><b>2</b></p>	<p><b>Analyzing the Marketing Environment</b></p> <p><b>Managing Marketing Information to Gain Customer Insight</b></p> <p><b>Consumer Markets and Consumer Buyer Behavior</b></p>	<ol style="list-style-type: none"> <li>1. Describe the environmental forces that affect the company's ability to serve its customers.</li> <li>2. Explain how changes in the demographic and economic environments affect marketing decisions.</li> <li>3. Identify the major trends in the firm's natural and technological environments.</li> <li>4. Explain the key changes in the political and cultural environments.</li> <li>5. Discuss how companies can react to the marketing environment.</li> <li>6. Explain the importance of information in gaining insights about the marketplace and customers</li> <li>7. Define the marketing information system and discuss its parts</li> <li>8. Outline the steps in the marketing research process</li> <li>9. Explain how companies analyze and use marketing information</li> <li>10. Discuss the special issues some marketing researchers face, including public policy and ethics issues.</li> <li>11. Define the consumer market and construct a simple model of consumer buyer behavior.</li> <li>12. Name the four major factors that influence consumer buyer behavior.</li> <li>13. List and define the major types of buying decision behavior and stages in the buyer decision process.</li> <li>14. Describe the adoption and diffusion process for new products.</li> </ol>

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<b>3</b>	<b>Business</b>	1. Identify the major factors that influence business buyer
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	<p><b>Markets and Business Buyer Behavior</b></p> <p><b>Customer Driven Marketing Strategy: Creating Value for Target Customers</b></p> <p><b>Products, Services, and Brands: Building Customer Value</b></p>	<p>behavior.</p> <ol style="list-style-type: none"> <li>2. List and define the steps in the business buying-decision process.</li> <li>3. Compare the institutional and government markets and explain how institutional and government buyers make their buying decisions.</li> <li>4. Define the four major steps in designing a customer-driven marketing strategy: market segmentation, market targeting, differentiation, and positioning</li> <li>5. List and discuss the major bases for segmenting consumer and business markets</li> <li>6. Explain how companies identify attractive market segments and choose a market targeting strategy</li> <li>7. Discuss how companies differentiate and position their products for maximum competitive advantage in the marketplace.</li> <li>8. Discuss branding strategy—the decisions companies make in building and managing their brands</li> <li>9. Identify the four characteristics that affect the marketing of a service and the additional marketing considerations that services require</li> <li>10.</li> </ol>
<p style="text-align: center;"><b>4</b></p>	<p><b>New Product Development and Product Life-cycle Strategies</b></p> <p><b>Pricing: Understanding and Capturing Customer Value</b></p>	<ol style="list-style-type: none"> <li>1. Explain how companies find and develop new-product ideas.</li> <li>2. List and define the steps in the new-product development process and the major considerations in managing this process.</li> <li>3. Describe the stages of the product life cycle and how marketing strategies change during the product's life cycle.</li> <li>4. Discuss two additional product and services issues: socially responsible product decisions and international product and services marketing.</li> <li>5. Answer the question "What is price?" and discuss the importance of pricing in today's fast changing environment.</li> <li>6. Discuss the importance of understanding customer value perceptions when setting prices.</li> <li>7. Discuss the importance of company and product costs in setting prices.</li> <li>8. Identify and define the other important external and internal factors affecting a firm's pricing decisions.</li> </ol>



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<b>5</b>	<b>Price Strategies</b>  <b>Marketing Channels: Delivering Customer Value</b>  <b>Retailing and Wholesaling</b>	<ol style="list-style-type: none"><li>1. Describe the major strategies for pricing imitative and new products.</li><li>2. Discuss the key issues related to initiating and responding to price changes.</li><li>3. Explain why companies use marketing channels and discuss the functions these channels perform</li><li>4. Discuss how channel members interact and how they organize to perform the work of the channel alternatives open to a company</li></ol>
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		<ol style="list-style-type: none"> <li>5. Explain how companies select, motivate, and evaluate channel members</li> <li>6. Explain the role of retailers in the distribution channel and describe the major types of retailers.</li> <li>7. Describe the major retailer marketing decisions.</li> </ol>
<b>6</b>	<p><b>Communicating Customer Value: Integrated Marketing Communications Strategy</b></p> <p><b>Advertising and Public Relations</b></p> <p><b>Personal Selling and Sales Promotion</b></p>	<ol style="list-style-type: none"> <li>1. Define the five promotion mix tools for communicating customer value.</li> <li>2. Outline the communications process and the steps in developing effective marketing communications.</li> <li>3. Explain the methods for setting the promotion budget and factors that affect the design of the promotion mix.</li> <li>4. Define the role of advertising in the promotion mix.</li> <li>5. Describe the major decisions involved in developing an advertising program.</li> <li>6. Define the role of public relations in the promotion mix.</li> <li>7. Explain how companies use public relations to communicate with their publics.</li> <li>8. Discuss the role of a company's salespeople in creating value for customers and building customer relationships</li> <li>9. Discuss the personal selling process, distinguishing between transaction-oriented marketing and relationship marketing</li> </ol>
<b>7</b>	<p><b>Direct and Online Marketing: Building Direct Customer Relationships</b></p> <p><b>Creating Competitive Advantage</b></p>	<ol style="list-style-type: none"> <li>1. Define direct marketing and discuss its benefits to customers and companies</li> <li>2. Identify and discuss the major forms of direct marketing</li> <li>3. Explain how companies have responded to the Internet and other powerful new technologies with online marketing strategies</li> <li>4. Overview the public policy and ethical issues presented by direct marketing.</li> <li>5. Discuss the need to understand competitors as well as customers through competitor analysis.</li> <li>6. Explain the fundamentals of competitive marketing strategies based on creating value for customers.</li> <li>7. Illustrate the need for balancing customer and competitor orientations in becoming a truly market-centered organization.</li> </ol>

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<b>8</b>	<b>The Global Market</b>  <b>Sustainable Marketing: Social Responsibility and Ethics</b>	<ol style="list-style-type: none"><li>1. Discuss how the international trade system and economic, political-legal, and cultural environments affect a company's international marketing decisions.</li><li>2. Describe three key approaches to entering international markets.</li><li>3. Explain how companies adapt their marketing mixes for international markets.</li><li>4. Identify the three major forms of international marketing organization.</li></ol>
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5. Identify the major social criticisms of marketing.

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## **Policies**

Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

- [Drop/Withdrawal Policy](#)
- [Plagiarism Policy](#)
- [Extension Process and Policy](#)
- [Disability Accommodations](#)

## **WRITING EXPECTATIONS**

All written submissions should be submitted in a font and page set-up that is readable and neat. It is recommended that students try to adhere to a consistent format, which is described below.

Typewritten in double-spaced format with a readable style and font and submitted inside the electronic classroom (unless classroom access is not possible and other arrangements have been approved by the professor).

- Arial 12-point font or Times New Roman styles.
- Page margins Top, Bottom, Left Side and Right Side = 1 inch, with reasonable accommodation being made for special situations and online submission variances.
- Any material that is not original work must be properly cited and referenced.

## **CITATION AND REFERENCE STYLE**

### **Citation and Reference Style**

Attention: Students will follow the American Psychological Association (APA) guidelines as the sole citation and reference style used in written work submitted as part of coursework to the University.

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Assignments completed in a narrative essay or composition format must follow APA format

This course will require students to use the citation and reference style established by the American Psychological Association (APA), in which case students will follow the guidelines set forth in *Publication Manual of the American Psychological Association* (5<sup>th</sup> ed.). (2001). Washington, D.C.: American Psychological Association.

#### PLAGIARISM

1. All students are expected to commit to the highest level of academic honesty and personal integrity.
2. Students are required to use [turnitin.com](https://www.turnitin.com) for written assignments and submit the results with their assignments.
3. If students do not do use turnitin.com, the instructor will accomplish this.
4. Students do not receive a grade for plagiarized work.
5. All incidents of plagiarism are reported to academics for the proper academic sanctions.
6. Instructions for using turnitin.com are in the course material link.

#### COURSE EXTENSIONS

Course extensions will be very rare in this class. You are expected to complete your work in a timely manner. Therefore, there should be no need to request an extension. Please read the Student Handbook for the standards that must be met before considering submitting an extension request. In addition to these standards, **I will not approve extension requests except under extraordinary circumstances**. The following are NOT extraordinary circumstances: too busy at work, last minute work out-of-town (or country – non-military related), too busy with life issues, got behind in your assignments, etc. There are very few acceptable excuses and all will require some form of documentation. The reason for this policy is simple. Students that are granted extensions rarely are successful in finishing the course. I want you to be successful and get the best experience from the classroom environment. Therefore, I expect you to keep up with your assignments and be ‘present’ in the classroom. If you do have an extraordinary circumstance arise that you feel qualifies you for an extension, you must contact me immediately to determine if it meets the aforementioned criteria.

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## **LATE ASSIGNMENTS**

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Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. As adults, students, and working professionals, I understand you must manage competing demands on your time. Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution.

**Submission of late assignments without prior approval is unacceptable and will result in the awarding of zero points for the assignment. Repeated late submission of assignments may result in failure of the course.**

### **DISABILITY ACCOMODATIONS**

This institution complies with the Americans with Disabilities Act, Section 504 of the Rehabilitation Act, and state and local requirements regarding students with disabilities. In compliance with federal and state regulations, reasonable accommodations are provided to qualified students with disabilities.

A request for accommodation is deemed reasonable if the request:

- is based on documented individual needs. ·
- does not compromise essential requirements of a course or program. ·
- does not impose an undue financial or administrative burden upon APUS.

A qualified student can, with or without reasonable accommodations, perform the essential functions of program or course requirements. The essential requirements of an academic course or program need not be modified to accommodate an individual with a disability.

Final responsibility for selection of the most appropriate accommodation rests with the University's Disability Support Services Committee and is determined on an individual case-by-case basis, based on the nature of the student's disability. Students are encouraged email registrar@apus.edu to discuss potential academic accommodations and begin the review process. It is the student's responsibility to:

- follow the accommodation procedure outlined in this section
- identify the disability to the staff and/or faculty of the university
- provide (and incur expense for) current appropriate documentation of disability and accommodation needed from a qualified medical or other licensed professional.
- request specific accommodations or services

### **NETIQUETTE**

Online universities promote the advance of knowledge through positive and constructive debate--both inside and outside the classroom. Discussions on the Internet, however, can occasionally degenerate into needless insults and "flaming." Such activity and the loss of

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good manners are not acceptable in a university setting--basic academic rules of good behavior and proper "Netiquette" must persist. Remember that you are in a place for the



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fun and excitement of learning that does not include descent to personal attacks, or student attempts to stifle the discussion of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Educator classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and--especially--satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-), :), ☺

### DISCLAIMER STATEMENT

Course content may vary from the outline to meet the needs of this particular group.

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### ONLINE LIBRARY RESEARCH CENTER & LEARNING RESOURCES

The Online Library Resource Center is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Center provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to [orc@apus.edu](mailto:orc@apus.edu).

- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors’ publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Turnitin.com:** [Turnitin.com](http://Turnitin.com) is a tool to improve student research skills that also detect plagiarism. Turnitin.com provides resources on developing topics and assignments that encourage and guide students in producing papers that are intellectually honest, original in thought, and clear in expression. This tool helps ensure a culture of adherence to the University's standards for intellectual honesty. Turnitin.com also reviews students' papers for matches with Internet materials and with thousands of student papers in its database, and returns an Originality Report to instructors and/or students.

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