

MNGT314: Marketing Management

College of Graduate and Continuing Studies, Norwich University

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Course Description

This course immerses the student in the strategies and processes of marketing management - market analysis, segmentation, targeting and positioning, and the implementation and evaluation of marketing plans. When the student has completed this course they will understand how a marketing plan is developed and have the skills necessary to identify, analyze and solve marketing problems. Prerequisite: EC 202 or permission of instructor. 3 lecture hours.

Course Outcomes

Throughout the semester, students will:

1. Describe the difference between marketing, sales, advertising and public relations functions.
2. Discuss the function and importance of marketing in the economy.
3. Explain the impact of demographic, economic, technological, political and cultural factors on a marketing strategy.
4. Identify and define the basic parts of a marketing system.
5. Analyze marketing information and develop marketing strategies based on that information.
6. Discuss major public policies and regulations that control marketing practices.
7. Discuss the ethical considerations inherent in marketing strategies and decisions.
8. Describe the means for accommodating diversity in the work place.

Required Readings

1. Anonymous, (2019). [Principles of Marketing](#). Libretexts.
2. Porral, C. & Stanton, J. (2018). Principles of Marketing. Madrid, Spain: ESIC Editorial (ISBN: 978-8417024352)
3. Stokes, R. (2018). eMarketing: The essential guide to marketing in a digital world. Quirk eMarketing (Pty) (ISBN: 978-0620565158)

Additional readings

Articles from relevant business magazines and texts may be assigned to all students at least one week prior to reviewing in class.

Course Expectations

Participants will:

- Complete assigned readings and actively participate in discussions and activities.
- Engage in discussion forums providing thoughtful and respectful online classroom dialogue relating to assignments, current business news and practical experiences.
- Actively participate in group project work while completing individual written assignments and reading.

Assignments

Weekly Critical Thinking Assignments

Each week, students will submit responses to Critical Thinking Questions. Responses should be 200 – 300 per question, citing relevant examples from the text in other resources discussed in class.

Marketing Plan

- Working individually, you'll develop a marketing plan for a business of your creation. The business must be:
 - A for-profit business entity (businesses with triple bottom line, one-for-one, or socially-minded structures are perfectly fine, as long as they are for-profit)
 - Businesses must offer a physical or digital product or service that is primarily sold direct-to-consumer
 - The business must use digital media to market itself (though the product or service doesn't have to be sold online)
- Your objective is to create goals for your business that follow the SMART goal-setting process (to be discussed later), then to create a marketing plan that will achieve the stated goals.
- A detailed outline of the marketing plan is available in NUoodle. Your [final marketing plan](#) MUST follow this outline. More on the plan details below.
- The written report is to be submitted electronically using Times New Roman 11 point font single spacing with normal margins.
- The plan should be 10 pages. Single-spaced.
- References must use MLA style formatting.

Course Evaluation

15%	Attendance and Participation
25%	Assignments & Quizzes
25%	Mid-term
35%	Final Marketing Plan

Letter grades for the course will be based on the following grading scale.

Letter Grade	Percentage	Grade Point
A	93-100%	4.0
A -	90-92.9%	3.7
B +	87-89.9%	3.3
B	83-86.9%	3.0
B -	80-82.9%	2.7
C +	77-79.9%	2.3
C	75-76.9%	2.0
C -	73-74.9%	1.7
D +	70-72.9%	1.3
D	67-69.9%	1.0
D-	63-66.9%	0.7

F	0-62.9%	0.0
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[Academic Honesty and the Norwich University Honor Code](#)

A student must submit work that represents the student's own original analysis and writing. Copying another's work is not appropriate. If the student relies on the research or writing of others, the student must cite those sources. Words or ideas that require citations include, but are not limited to all hardcopy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. While students are encouraged to seek editing feedback, extensive revisions of one's work by another person is considered a lack of academic honesty, as it is representing another student's work as one's own.

For more information see:

[Academic Dishonesty](#)

[Academic Integrity](#)

[Norwich University Honor Code](#)

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[Section 504 of the Rehabilitation Act of 1973/ADA](#)

In keeping with the University's policy of providing equal access for students with disabilities, any student with a disability who needs academic accommodations is welcome to discuss with the instructor privately. All conversations will be kept confidential. Students requesting any accommodations will need to contact the Academic Achievement Center (AAC), aac@norwich.edu or 802-485-2130. AAC will work with you to determine eligibility for services and, if appropriate, will provide an Educational Profile for you to provide to me. At that point, I will review the Profile with you and discuss these accommodations in relation to this course.

[Title IX Information](#)

Norwich University is committed to creating and fostering a learning and working environment based on open communication and mutual respect. This is an integral part of the University's academic mission to enrich our students' educational experiences and prepare them to live in and contribute to a global society. If you encounter sexual harassment, sexual misconduct, sexual assault, or discrimination based on race, color, religion, age, national origin, ancestry, sex, sexual orientation, gender identity, or disability, please contact Matthew Roche, Director of Diversity, Equity, and Inclusion at mroche@norwich.edu.

Disclaimer: Please note the specifics of this Course Syllabus are subject to change. Students are responsible for abiding by any such changes. Your instructor will notify you of any changes.