

**MASTER SYLLABUS**  
**SCHOOL OF BUSINESS AND ECONOMICS, SONOMA STATE UNIVERSITY**  
**BUS 560, SEMINAR IN MARKETING MANAGEMENT (3)**

- I. **Catalog Description:** Study of marketing situations, development of marketing plans and evaluation of marketing programs. Careful consideration of the conceptual background of marketing including trends and emerging developments.
- II. **Prerequisites:**  
Courses: BUS 506 or equivalent.
- III. **Course Learning Outcomes:** Upon completion of this course, students should be able to:
1. Evaluate the role of marketing in formulating and implementing global business strategies.
  2. Explain the relationship of the marketing plan to the company's strategic plan and corporate objectives.
  3. Identify and discuss external forces which may impact marketing strategy and evaluate reactive versus proactive responses to change.
  4. Describe different market research and forecasting techniques and explain how the results contribute to marketing decisions.
  5. Identify and discuss the impact of consumer behavior and satisfaction on marketing strategy.
  6. Explain market segmentation, targeting, and positioning strategies and the development of effective marketing mixes for diverse target populations.
  7. Understand product development issues, the product life cycle, and be able to develop an effective product strategy.
  8. Describe the characteristics of services and how marketing strategies differ between goods and services.
  9. Analyze the channels of distribution and their functions and explain how distribution contributes to the marketing mix.
  10. Evaluate pricing strategies and perceived value and discuss how price interacts with other marketing mix variables.
  11. Analyze push and pull strategies and how promotional elements can be integrated to support the marketing strategy.
  12. Discuss ethical and social issues in marketing practices.
  13. Describe relationship marketing and explain how it can be used to develop effective marketing programs.
  14. Evaluate strategies for new, growing, mature, and declining markets.
  15. Analyze market situations and develop plans for effective marketing strategies.
- IV. **Course Materials:** A Marketing Management textbook subject to approval by the marketing area faculty. Other reading materials or access to the Internet may also be required.
- V. **Teaching Methods:** The course may involve one or more of the following approaches: lecture and discussion; application exercises; case analysis; team projects; marketing plans; in-class group activities. Subject to approval by the marketing area faculty.
- VI. **Evaluation Tools:** Typically 3-4 exams (including a final exam). One or more written assignments (e.g. exercises, term papers, case analysis, marketing plans, etc.) Other evaluation techniques (e.g. quizzes, team or individual exercises and oral presentations) may also be used.
- VII. **Course Content:**

**A. Course Topics:**

1. Marketing's Role in the Global Economy
2. Marketing's Role within the Organization (*marketing concept, marketing mix, marketing plan*)
3. Evaluating Opportunities in the Marketing Environment (*external forces, competitive analysis, cultural and international differences*)
4. Information Systems and Forecasts, Marketing Research
5. Behavioral Dimensions of Consumer Markets and Organizational Markets
6. Market Segmentation, Targeting, Positioning Strategies
7. Product Management and New-Product Development
8. Services Marketing
9. Place Decisions, Channel Systems, Logistics and Retailing
10. Pricing and Value Issues
11. Integrated Marketing Communications
12. Social Responsibility and Ethical Issues
13. Relationship Marketing
14. Strategies for New, Growing, Mature, and Declining Markets
15. Developing and Implementing Marketing Plans

**B. Interdisciplinary Content:**

	<b>Minimum Number of 50 Minute Periods Devoted to Topic</b>	<b>Required Graded Work Other Than Exams?</b>
International/Global	1	*
Ethical Issues	1	*
Political Issues	.5	*
Social Issues	1	*
Legal/Regulatory Issues	.5	*
Environmental Issues	.5	*
Technology Issues	.5	*
Demographic Diversity	1	*

\*Required graded work other than exams, will be at the discretion of the instructor.

**C. Interdisciplinary Skills:**

	<b>Required Graded Work Other Than Exams?</b>
Oral Communication	Yes
Written Communication	Yes
Critical Thinking	Yes
Working in Teams	Yes

NOTE: The teaching method and evaluation tools used by the faculty member will influence the amount of time devoted to each of these skills. Marketing plans, case analysis, and/or assignments are used to assess student's written communication skills.