

COURSE OUTLINE

COURSE NAME STRATEGIC MARKETING MANAGEMENT

COURSE NUMBER MKTG 4501

DATE SEPTEMBER 1997

Prepared by Lloyd Rapchuk

Taught to Part Time Studies

School Business

Date Prepared NOVEMBER 1993

Term ALL Hrs/Wk 3

Credits 3

No. of Weeks 12

Total Hours 36

PREREQUISITES

MKTG 1102 / Essentials of Marketing, MKTG 2202 / Promotional Marketing

COURSE OBJECTIVES

(Upon successful completion of this course, the student will be able to:)

- a) To develop an understanding of and skill in the marketing decision-making process.
 - b) To examine selective techniques which aid in marketing decision-making.
 - c) Provide an opportunity to integrate theoretical concepts with practical marketing problems.
 - d) To provide experience in group decision making dynamics.
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EVALUATION

| | |
|------------------------|-------------|
| Compete Quiz | <u>5</u> % |
| Company Objectives | <u>15</u> % |
| Yr End Reports/Present | <u>35</u> % |
| Team Standing | <u>25</u> % |
| Assignments | <u>10</u> % |
| Personal Evaluations | <u>10</u> % |

REQUIRED TEXT(S) AND EQUIPMENT

COMPETE! A Dynamic Marketing Simulation

A.J. Faria; R.O. Nulsen; D.S. Rousis
Irwin, (1994) 4th Edition

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

Marketing Management: Strategies and Programs

McGraw Hill Book Co. (1994) 5th Edition

COURSE SUMMARY

The course content is designed to provide the student with a multi-dimensional learning environment. To this end, a program of lectures, readings, discussions, and simulation exercises are prescribed. The role and importance of planning and "information" for marketing decision making is an underlying precept. Simulations are intended for use in the "application" phase of an education program in that it applies knowledge gained from previous learning and practical experience. This course will demand that the student draw heavily from all other marketing related knowledge gained in previous course.

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(continued)

| WEEK | MATERIAL COVERED | READINGS |
|------|--|----------------|
| 1 | Orientation and Introduction to Compete | Compete Manual |
| 2 | Compete Quiz Group Work - set up Company Structure/Objectives - Financial Reporting Systems - Period 0 Decision | As assigned |
| 3 | Discussion Company Objectives/names Period 1 Decision | As assigned |
| 4 | Discussions - market Analysis Return results - Period #1 - Analyze Output Submit Period 2 Decision | |
| 5 | Discussions - Market Measurement Return Results - Period #2 - Analyze Output Submit Period 3 Decision | As assigned |
| 6 | Discussions - Marketing Strategies Return Results - Period 3 - Analyze Output Submit Period 4 Decision | As assigned |
| 7 | Discussions MKTG Planning Return Results - Period 4 - Analysis Year 1 Results Submit Period 5 Decision | As assigned |
| 8 | Return Results - Period 5 Submit Period 6 Decision Brief Presentation Year 1 Results | As assigned |
| 9 | Discussions - Pricing Return Results - Period 6 - Analyze Output Submit Period 7 Decision | As assigned |
| 10 | Discussions - Advertising/Promo Return Period 7 Results - Analyze Output Submit Period 8 Decision | As assigned |
| 11 | Return Period 8 Results Analyze output for year 2 - Assignment | As assigned |
| 12 | Presentation Results year 2 Hand in Case Assignment | As assigned |