

**COURSE OUTLINE**

COURSE NAME STRATEGIC MARKETING MANAGEMENT

COURSE NUMBER MKTG 4501 DATE JANUARY 1994

Prepared by C.E. MARKETING DEPT. Taught to C.E.

School Business Program \_\_\_\_\_

Date Prepared NOVEMBER 1993 Option \_\_\_\_\_

Term ALL Hrs/Wk 3 Credits 3

No. of Weeks 12 Total Hours 36

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**PREREQUISITES**

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

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**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**

Cases	<u>15</u> %
Reports	<u>40</u> %
Performance	<u>20</u> %
Ad campaign	<u>15</u> %
Evaluation	<u>10</u> %

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## **REQUIRED TEXT(S) AND EQUIPMENT**

**COMPETE! A Dynamic Marketing Simulation**  
1984, 3rd Edition (Student Manual)  
Business Publications Ltd.  
Plano, Texas

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## **REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT**

**Marketing Management: Strategies and Programs**  
by: J.P. Guiltinan and G.W. Paul  
McGraw Hill Book Company (1988) 3rd Edition

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## **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.

**COURSE OUTLINE - MKTG 4501**  
(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