

**Northern Marianas College**  
**CURRICULUM ACTION REQUEST**

**Effective Semester / Session:** Spring 2019

**Type of Action:**


- New
- Modification
- Move to Inactive (Stop Out)
- Cancellation

**Course Alpha and Number:** MG 323

**Course Title:** Marketing Management

**Reason for initiating, revising, or canceling:**

This course guide is being modified to reflect the current textbook edition.

 1/11/19  
Dr. Debra A. Steed

Proposer Date

 1/11/19  
Dr. Debra A. Steed

Director, School of Business Date

 01.18.19  
Adam Walsh

Language & Format Review Specialist Date

Ajani Burrell  1.18.19

Academic Council Chair Date

Charlotte R. Cepeda  1/18/19

Dean, Learning and Student Success Date

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## CURRICULUM ACTION REQUEST

Course: MG 323 Marketing Management

### 1. Department

School of Business

### 2. Purpose

This Bachelor level course in marketing management introduces students, in the Bachelors of Science in Business Management program, to the application of current theories and concepts in effectively marketing goods and services to define target customers from a domestic and global perspective. The course includes market research, identifying target customers, developing product offers, and branding, pricing, marketing communications and distribution channels. Marketing is critically examined from the perspective of the consumer, economy, technology, legal/political issues and ethical/social responsibility.

### 3. Description

#### A. Required/Recommended Textbook(s) and Related Materials

##### Required:

Iacobucci, D. (2017). *Marketing Management, 5th edition*. Cengage.

Readability level: 13

#### B. Contact Hours

1. **Lecture:** 3 hours per week / 45 hours per semester
2. **Lab:** None
3. **Other:** None

#### C. Credits

1. **Number:** 3
2. **Type:** Regular Degree Credits

#### D. Catalogue Course Description

An upper level course in the management of the marketing functions. The course will include an appraisal of the key issues in the management of the marketing function with major emphasis on the development, formulation, implementation and control of the firm's marketing plan. Emphasis will also be placed on current key issues in the marketing area and global marketing considerations. Emphasis is also placed on the problems and opportunities of marketing in foreign environments. It will focus on the cultural, economic, and geographical problems encountered in managing the marketing function from a manager's perspective. Prerequisite: Must complete 60 credit hour to maintain junior level. English Placement Level: EN 202.

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Math Placement Level: MA 161. (Offered: Fall).

**E. Degree or Certificate Requirements Met by Course**

A "C" grade or better in this course satisfies a core course requirement in Northern Marianas College Bachelor of Science in Business Management.

**F. Course Activities and Design**

Course activities include lectures, case studies, peer-reviewed articles, discussions, group activities, presentations, homework assignments, tests, quizzes, and a final exam.

**4. Course Prerequisite(s); Concurrent Course Enrollment; Required English/Mathematics Placement Level(s)**

Prerequisites: Must complete 60 credit hours to maintain junior level.

English Placement Level: EN 202

Math Placement Level: MA 161

**5. Estimated Cost of Course; Instructional Resources Needed**

Cost to the College: Instructor's salary

Cost to the Student: Tuition for a 3 credit course and the cost of the textbook.

Instructional resources needed for this course include overhead projector, multimedia, and dry-erase board/markers.

**6. Method of Evaluation**

Student learning will be evaluated based on quizzes and exams, peer reviewed case studies, homework, research assignments, group projects, and oral presentations.

NMC's grading and attendance policies will be followed.

**7. Course Outline**

This is a topical outline and does not necessarily indicate the sequence in which the material will be presented.

1.0 Marketing Strategy:

1.1 Why is marketing management important?

1.2 Customer behavior and segmentation

1.3 Targeting and positioning

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- 2.0 Product Positioning:
  - 2.1 Goods and services
  - 2.2 Branding strategy
  - 2.3 Introducing new products
  
- 3.0 Price, Place & Promotion:
  - 3.1 Channeling distribution and logistics
  - 3.2 Advertising messages and marketing communications
  - 3.3 Integrated marketing communications and media choices
  - 3.4 Social media
  
- 4.0 Positioning: Assessment Through The Customer Lens:
  - 4.1 Customer satisfaction and customer relationships
  - 4.2 Marketing research tools
  
- 5.0 Capstone
  - 5.1 Marketing Strategy
  - 5.2 Marketing Plans

### 8. Instructional Goals:

This course will introduce students to:

- 1.0 The definition of marketing management and how it relates to the management process;
- 2.0 Understand the function of marketing in a competitive, dynamic global business;
- 3.0 The consumer behavior and the importance of targeting and positioning marketing;
- 4.0 Learn the fundamentals of implementing the marketing function in organizations;
- 5.0 The decisions companies make regarding their individual product and services, lines and mixes;
- 6.0 The decisions companies make in building and managing their brands;
- 7.0 Strategies companies utilize to adjust their prices to take into account

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different types of customers and situations;

- 8.0 Explanation as to why companies use marketing channels and the functions these channels perform;
- 9.0 The various sales promotion campaigns are developed and implemented;
- 10.0 Customer relationship management and identify strategies for creating value for customers and capturing value from customers in return;
- 11.0 Strategies utilized by companies to analyze and use marketing research information; and
- 12.0 The major decisions involved in developing a marketing plan, and understand the effectiveness of creating and selecting marketing strategies.

### 9. Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1.0 Demonstrate an understanding of the business marketing environment and the basic similarities and differences between consumer goods and business marketing;
- 2.0 Describe the decision process organizational buyers apply as they confront differing buying situations and the resulting strategy implications for the business marketer;
- 3.0 Explain how organizational buying characteristics enables the marketer to make more informed decisions about product design, pricing and promotion strategies;
- 4.0 Demonstrate the patterns of buyer-seller relationships in the business market and the factors that influence the profitability of individual customers. Also explain a procedure for designing effective customer relationship management programs;
- 5.0 Describe benefits of and requirements for segmenting the business market and the procedure for evaluating and selecting market segments;

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- 6.0 Describe Marketing's strategic role and importance in corporate strategy development and the multifunctional nature of business marketing decision making.

**10. Assessment Measures**

Assessment of student learning may include, but not be limited to, the following:

- 1.0 Quizzes and exams;
- 2.0 Peer-reviewed case studies;
- 3.0 Homework;
- 4.0 Research assignments;
- 5.0 Group projects; and
- 6.0 Oral presentations.