

FLORIDA STATE COLLEGE AT JACKSONVILLE  
COLLEGE CREDIT COURSE OUTLINE

COURSE NUMBER:	MAR 3803
COURSE TITLE:	Marketing for Managers
PREREQUISITE(S):	None
COREQUISITE(S):	None
STUDENT ADVISING NOTES:	Junior Level Status
CREDIT HOURS:	3
CONTACT HOURS/WEEK:	3
CONTACT HOUR BREAKDOWN:	
Lecture/Discussion:	3
Laboratory:	
Other _____:	
FACULTY WORKLOAD POINTS:	3
STANDARDIZED CLASS SIZE ALLOCATION:	35

CATALOG COURSE DESCRIPTION:

This course will focus on decision making for the development and analysis of marketing strategies involving product and brand development, channels of distribution, pricing and promotion with explicit consideration of marketplace conditions and related factors affecting implementation and execution.

SUGGESTED TEXT(S):	<u>A Framework for Marketing Management</u> , by Philip Kotler & Kevin Lane Keller, Pearson Publishing, Latest Edition.
IMPLEMENTATION DATE:	Spring Term, 2010 (20102) (Proposal 2009-12)
REVIEW OR MODIFICATION DATE:	

COURSE TOPICS	CONTACT HOURS <u>PER TOPIC</u>
I. Marketing Management Functions	6
A. Marketing Environment	
B. Marketing Strategies	
C. Marketing Planning	
D. Budgeting	
E. Careers in Marketing	
II. Develop Value Offerings	12
A. Market Analysis	
B. Target Markets	
C. Positioning	
D. Build Brand Offering	
E. Product Life Cycle	
F. Pricing	
III. Communicating & Delivering Value Offering	12
A. Integrative Marketing Communication	
1. Advertising	
2. Personal Selling	
3. Public Relations	
4. Direct Marketing	
5. Interactive Marketing	
B. Channels of Distribution	
IV. Performance Metrics	6
A. Marketing Dashboard	
B. Return on Investment	
C. Forecasting	
V. Marketing Application - Simulation	9



NOTE: Use either the Tab key or mouse click to move from field to field. The box will expand to accommodate your entry.

Section 1 COURSE PREFIX AND NUMBER: <u>MAR 3803</u>	SEMESTER CREDIT HOURS: <u>3</u>
COURSE TITLE: <b><u>Marketing for Managers</u></b>	

Section 2  
 TYPE OF COURSE: (Click on the box to check all that apply)

<input type="checkbox"/> AA Elective	<input type="checkbox"/> AS Required Professional Course	<input type="checkbox"/> College Prep
<input type="checkbox"/> AS Professional Elective	<input type="checkbox"/> AAS Required Professional Course	<input type="checkbox"/> Technical Certificate
<input checked="" type="checkbox"/> Other <b><u>BAS</u></b>	<input type="checkbox"/> PSAV	<input type="checkbox"/> Apprenticeship
<input type="checkbox"/> General Education: (For General Education courses, you must also complete Section 3 and Section 7)		

Section 3 (If applicable)  
 INDICATE BELOW THE DISCIPLINE AREA FOR GENERAL EDUCATION COURSES:

<input type="checkbox"/> Communications	<input type="checkbox"/> Social & Behavioral Sciences	<input type="checkbox"/> Mathematics
<input type="checkbox"/> Natural Sciences	<input type="checkbox"/> Humanities	

Section 4  
 INTELLECTUAL COMPETENCIES:

<input checked="" type="checkbox"/> Reading	<input type="checkbox"/> Speaking	<input checked="" type="checkbox"/> Critical Analysis	<input type="checkbox"/> Quantitative Skills	<input type="checkbox"/> Scientific Method of Inquiry
<input checked="" type="checkbox"/> Writing	<input type="checkbox"/> Listening	<input checked="" type="checkbox"/> Information Literacy	<input checked="" type="checkbox"/> Ethical Judgment	<input type="checkbox"/> Working Collaboratively

<b>Section 5</b>	<b>LEARNING OUTCOMES</b>	<b>METHOD OF ASSESSMENT</b>
	• Students will demonstrate knowledge of the major marketing functions within the corporate environment.	Test and/or project
	• Students will demonstrate management decision making ability within the marketing function.	Simulation
	• Students will demonstrate an understanding of the external environment.	Test and/or project
	• Students will demonstrate a knowledge of how to analyze and measure the success of marketing programs.	Test and/or project
	• Students will demonstrate a knowledge of Integrated Marketing Communication.	Simulation
	• The students will create and produce a product/service marketing plan.	Group project

Section 6  
 Name of Person Completing This Form: Sheri Litt                      Date: 09/10/09