

Placement Test in Marketing: Preparation Information

MBAM 615 Course Description

This course examines multiple aspects of the environment relevant to the creation and distribution of goods and services, including global, ethical, political, social, legal and regulatory issues. The course analyzes how buyer behavior, marketing research, and marketing information systems should both guide development and serve in achieving brand and customer relationship management goals. Also included is the analysis of new product development, pricing, marketing communications, and distribution decisions in market planning and marketing program implementation over the product life cycle. Emphasis is placed on the practical application of marketing concepts to cases problems, student employment experiences, and the creation of effective marketing plans.

Unlike many courses, the topics covered in marketing management are heavily interrelated and there is no perfect sequence to introduce topics. For this reason, different instructors often present topics in different sequences. Those who seek to take MBAM 605 instead will be covering many of the same topics as the four-unit MBAM 615 course, but in an accelerated manner and with a shorter timeframe to devote to the marketing plan project. They will also use a condensed version of the course textbook which covers most of the same information but with less detailed explanation and use of illustrative examples. Thus, students choosing this option should have a solid understanding of marketing topics such that they can grasp the concepts covered in the text below.

Suggested Review Text

Philip Kotler, *Marketing Management*, 11th edition, Prentice Hall, 2003.

See <http://www.prenhall.com/kotler>

Topics about Which You Should Have at Least Basic Knowledge

- Alternative Orientations toward the Market: Production, Product, Selling, Marketing, Customer, Societal
- Difference between BtoB and BtoC marketing
- Impact of the Internet on Marketing
- Brand Equity and Brand Management
- Customer Equity, Customer Lifetime Value and Customer Relationship Management
- Defining and Delivering Customer Satisfaction
- Strategic Planning: Porter's Five Forces, BCG and GE models, SWOT analysis
- Components of a Marketing Information System
- Segmenting, Targeting and Positioning
- Marketing Research Techniques: survey, focus groups, database mining,
- Buyer Behavior: personal, psychological, social & cultural influences
- Customer Buying Decision Process
- Competitive Marketing Analysis
- Product Life Cycle: impact on marketing strategy and programs
- New Product Development
- Developing Marketing Mix Programs: Product (including packaging), Pricing, Distribution Channels (design & logistics issues), Promotion (integrated marketing communications, salesforce management, short-term offers)