Marketing Management
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Spring 2019 - Executive Education, High-Engagement Online Course

Course Purpose
To provide an executive-level introduction and exploration of marketing management principles and applications, allowing learners to understand how marketing complements other business disciplines to create value and achieve organizational goals.

Course Abstract/Overview
In this course, you will learn how to create value for your customers. We will examine the process by which marketing builds on a thorough understanding of buyer behavior to create value. You will learn the major elements of the marketing mix - product policy, channels of distribution, communication, and pricing - and see how they fit within different analytical frameworks that will be useful to your business. This will enhance your understanding of how marketing is essential to your business.

Learning Outcomes
Upon successful completion of this course, you will be able to:

- Define Marketing, understand its underlying rationale, and describe how it creates value
- Use different analytical frameworks to examine how managers solve business problems
- Describe the nature of branding and evaluate brand extensions
- List all elements of the Marketing Mix and explain the role each element plays in creating value
- Describe product strategy
- Explain how price captures value
- Evaluate the use of different channels of distribution by existing businesses
- Critique advertising execution

Course Dates
Spring 2019 dates to be announced.