

Syllabus for MKM-7000

MARKETING MANAGEMENT

COURSE DESCRIPTION

This course is an advanced review of the marketing function within businesses and organizations. Emphasis is placed on understanding how organizations communicate the value proposition of goods and services, differences between marketing environments, the role of competition, and factors associated with marketing success as part of a firm's overall strategy. Specific attention is given to issues related to the marketing process, trends changing the marketing landscape, growth of marketing information, building and managing brands, and marketing strategy and the ongoing role of ethics. Skills are developed to understand the growth of marketing analytics to inform important decisions as it relates to pricing, promotion, branding, and value creation.

Note: This is a Master of Business Administration (MBA) course.

COURSE TOPICS

- Marketing and the marketing process
- Marketing analytics
- Value creation process
- Dynamic and static pricing
- Impacts of external and internal forces
- Communication as essential to marketing effectiveness
- Consumer segmenting, targeting, and positioning
- Designing and delivering value
- Sustainable and successful growth through marketing
- Components of effective marketing strategy

COURSE OBJECTIVES

After completing this course, students should be able to:

- CO 1** Summarize the essentials of effective marketing practices within business and organizations.
- CO 2** Differentiate elements of the 4 P's (product, place, price, and promotion) framework to support organizational marketing success.
- CO 3** Select appropriate strategies to achieve an organization's marketing objectives using consumer segmentation, targeting, and positioning.

- CO 4** Analyze strategies for developing and introducing value to the market.
- CO 5** Integrate key methods to effectively communicate and deliver value within current and potential customer markets.
- CO 6** Assess the important considerations to ensure socially responsible growth in competitive marketplaces.

COURSE MATERIALS

You will need the following materials to complete your coursework. Some course materials may be free, open source, or available from other providers. You can access free or open-source materials by clicking the links provided below or in the module details documents. To purchase the textbook, please visit the [University's textbook supplier](#). To purchase the required academic articles, please follow the links below.

Required Textbook

- Kotler, P., Keller, K., & Chernev, A. (2022). *Marketing management* (16th ed.). Pearson. ISBN: 978-0135887158

Required Academic Articles

- Sawhney, M., & Goodman, P. (2021). [Microsoft Surface Hub 2S: The higher education market opportunity](#) (Case KE1196). Harvard Business School Publishing.
- Avery, J. (2019). [Glossier: Co-creating a cult brand with a digital community](#) (Case 519022). Harvard Business School Publishing.

COURSE STRUCTURE

Marketing Management is a three-credit online course consisting of **four** modules. Modules include an overview, topics, learning objectives, study materials, and activities. Module titles are listed below.

- **Module 1: Fundamentals of Marketing**
Course objectives covered in this module: CO 1, CO 2, CO 3
- **Module 2: Designing Strategy**
Course objectives covered in this module: CO 2, CO 3, CO 4
- **Module 3: Communicating and Delivering Value**
Course objectives covered in this module: CO 2, CO 4, CO 5

- **Module 4: Managing Sustainable Growth**

Course objectives covered in this module: CO 4, CO 5, CO 6

ASSESSMENT METHODS

For your formal work in the course, you are required to participate in online discussion forums, complete written assignments, complete quizzes, participate in two synchronous events, and complete a midterm case analysis paper and a final case analysis paper. See below for details.

Consult the Course Calendar for due dates.

Promoting Originality

One or more of your course activities may utilize a tool designed to promote original work and evaluate your submissions for plagiarism. More information about this tool is available in [this document](#).



Discussion Forums

You are required to complete **four** discussion forums. There is also one ungraded but required Introductions Forum in Module 1. The discussion forums are on a variety of topics associated with the course modules and use a single-thread approach in which you will respond to an established comment thread. That is, you will simply join the conversation that has been started instead of creating your own response to the question anew.

The first respondent will need to start the thread. Procedurally, this means you will need to do the following:

1. Answer the posed question. If you are the first to respond, you will create the discussion thread; if you are not, you will respond to the previous thread (as the instructor and peers move the conversation forward). Think “classroom environment,” in which conversations typically change and morph as additional points of consideration are offered.
2. Take into consideration what students have previously posted (and any sub-conversations associated with the posts) by synthesizing their content into your response within the same conversation stream. This model allows the conversation to grow and change as the group’s knowledge increases and additional areas of importance are addressed.

Be sure to consult the **discussion forum assignments** in the individual modules for additional details. Consult the Course Calendar for due dates.



Written Assignments (Challenge Questions)

You are required to complete **two** written assignments (challenge questions). The written assignments are designed to create an opportunity for multilevel development; you will learn topic-specific information and advanced skills such as critical thinking, in-depth analysis, and knowledge application by addressing questions that apply learning materials to situations.

For full details and requirements, refer to **Modules 1 and 3**. Consult the Course Calendar for due dates.



Quizzes

You are required to take **four** formative quizzes. The unproctored quizzes are open-book and will help you review basic terminology and concepts. All quiz questions are multiple choice. There is no time limit for taking each quiz. You will see some different questions each time, so you are encouraged to take the quizzes multiple times for additional practice. The gradebook will record your highest score.

Consult the Course Calendar for due dates.



Synchronous Events

You are required to participate in **two** synchronous events. One event is related to the **Midterm Case Analysis Paper** in **Module 2** and the other event is related to the **Final Case Analysis Paper** in **Module 4**. Be prepared to actively participate in these sessions. To attend an event, click on the Synchronous Event link in the Edison Live! section of the Moodle course space. Use this [Edison Live!](#) link for technical assistance.

For additional details, refer to **Modules 2 and 4**. Consult the Course Calendar for due dates.



Midterm Case Analysis Paper

You are required to complete **one** midterm case analysis paper. The midterm case analysis paper uses a case study method; this method provides a simulated environment where you can apply what you learned to develop decision-making skills as you sift through large volumes of information to identify problems, determine goals, define relevant alternatives, and develop plans to implement decisions.

For full details and requirements, refer to **Module 2**. Consult the Course Calendar for due dates.



Final Case Analysis Paper

You are required to complete **one** final case analysis paper. The final case analysis paper uses a case study method; this method provides a simulated environment where you can apply what you learned to develop decision-making skills as you sift through large volumes of information to identify problems, determine goals, define relevant alternatives, and develop plans to implement decisions.

For full details and requirements, refer to **Module 4**. Consult the Course Calendar for due dates.

GRADING AND EVALUATION

Your grade in the course will be determined as follows:

- **Online discussions (4)**—20%
- **Written assignments (2)**—20%
- **Quizzes (4)**—20%
- **Midterm case analysis paper (includes synchronous event)**—20%
 - **Midterm case analysis paper**—15%
 - **Synchronous event 1**—5%
- **Final case analysis paper (includes synchronous event)**—20%
 - **Final case analysis paper**—15%
 - **Synchronous event 2**—5%

All activities will receive a numerical grade of 0–100. You will receive a score of 0 for any work not submitted. Your final grade in the course will be a letter grade. Letter grade equivalents for numerical grades are as follows:

A	=	93–100	B	=	83–87
A–	=	90–92	C	=	73–82
B+	=	88–89	F	=	Below 73

To receive credit for the course, you must earn a letter grade of C or higher on the weighted average of all assigned course work (e.g., assignments, discussion postings, projects). Graduate students must maintain a B average overall to remain in good academic standing.

STRATEGIES FOR SUCCESS

First Steps to Success

To succeed in this course, take the following first steps:

- Read the entire Syllabus carefully, making sure that all aspects of the course are clear to you and

that you have all the materials required for the course.

- Take time to read the entire Online Student Handbook. The Handbook answers many questions about how to proceed through the course, and how to get the most from your educational experience at Thomas Edison State University.
- Familiarize yourself with the learning management systems environment—how to navigate it and what the various course areas contain. If you know what to expect as you navigate the course, you can better pace yourself and complete the work on time.
- If you are not familiar with web-based learning be sure to review the processes for posting responses online and submitting assignments before class begins.

Study Tips

Consider the following study tips for success:

- To stay on track throughout the course, begin each week by consulting the Course Calendar. The Course Calendar provides an overview of the course and indicates due dates for submitting assignments, posting discussions, and scheduling and taking examinations.
- Check Announcements regularly for new course information.

Using AI Ethically: A Guide for TESU Students

TESU's [Academic Code of Conduct](#) permits student AI use in support of their writing and research process—not as a replacement for original writing. Document AI use with an acknowledgment statement at the end of each assignment, noting the tools and prompts used. Cite any AI-generated content on the References page. Please review [Using AI Ethically: A Guide for TESU Students](#) for more detailed information.

COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

Thomas Edison State University recognizes, values, and relies upon the diversity of our community. We strive to provide equitable, inclusive learning experiences that embrace our students' backgrounds, identities, experiences, abilities, and expertise.

ACCESSIBILITY AND ACCOMMODATIONS

Thomas Edison State University adheres to the Americans with Disabilities Act (ADA, 1990; ADAAA, 2008) and Section 504 of the Rehabilitation Act of 1973. The Office of Student Accessibility Services (OSAS) oversees requests for academic accommodations related to disabilities; a student who is pregnant, postpartum, or a student parenting a newborn who is not the birth parent [as covered under

NJSA18A]; and students requesting academic accommodation for a short-term/temporary illness and/or injury. Information can be found on the [Office of Student Accessibility Services](#) webpage and questions can be sent to ADA@tesu.edu.

ACADEMIC POLICIES

To ensure success in all your academic endeavors and coursework at Thomas Edison State University, familiarize yourself with all administrative and academic policies including those related to academic integrity, course late submissions, course extensions, and grading policies.

For more, see:

- [University-wide policies](#)
- [Undergraduate academic policies](#)
- [Undergraduate course policies](#)
- [Graduate academic policies](#)
- [Graduate course policies](#)
- [Nursing student policies](#)
- [Nursing graduate student policies](#)
- [International student policies](#)
- [Academic code of conduct](#)