

MBA 5550, Marketing Management

Course Description: Analysis of the strategic marketing problems confronting managers in the evaluation of marketing opportunities, selection of target markets, development of marketing strategies, planning of marketing tactics, and implementation and control of the marketing effort. *Prerequisites: BUS 3470 and admission to the MBA or MSNS-GIS degree program.*

Learning Objectives:

1. Evaluate market opportunities.
2. Evaluate the attractiveness of potential target markets.
3. Develop strategic marketing programs that achieve company objectives by effectively taking advantage of attractive market opportunities.
4. Develop a plan to effectively implement, coordinate, and control strategic marketing programs.