

MBA 5550, Marketing Management

Course Description: The techniques of management as applied to the functional areas of marketing. Both quantitative tools and behavioral tools are used. *Prerequisites: BUS 3470 and Admission to the MBA Degree Program.*

Learning Objectives:

1. Develop an understanding of and skill in the use of marketing strategy development concepts and tools, to supplement marketing management concepts and tools appropriate to tactical or operational decisions.
2. Acquire an analytic ability in the recognition, definition, and solution of strategic marketing problems within the contexts of the overall business strategy/environment and the marketing concept.
3. Develop an understanding of the strategic business unit as a focal point for formulating, articulating, and implementing marketing strategy.
4. Develop business and product portfolios.