

POINT PARK UNIVERSITY - PITTSBURGH, PA 15222
SYLLABUS for BMGT 411
Advanced Marketing Management - Fall 2013

A. GENERAL COURSE INFORMATION

Credits: 3
Prerequisite: BMGT 411; Senior Standing
Instructor: Chris Lovett
Department: School of Business
Office Location: The West Penn Building, 603
E-mail: chlovet@pointpark.edu, chris.lovett@pku.com
Phone: 412-680-7739
Office Hours: Before/After Class
Class Meeting: Tuesdays, 6:00PM – 9:00PM

Course Description: Planning and coordinating a dynamic and aggressive marketing campaign and synthesizing the tools of marketing.

Course Objectives: Upon successful completion of the course, students will be able to:

1. Recognize, define, synthesize and finally apply the various elements of the marketing function to their business and/or organization.
2. Examine, compare, diagnose, contrast, and criticize the application of recent marketing developments in topics including:
 - a. Strategic Planning
 - b. Competitive Strategy
 - c. Customer Relationships
 - d. Market Segmentation
 - e. Market Research (both quantitative and behavioral)
 - f. New-Product Development
 - g. Distribution
 - h. Product Pricing
 - i. Advertising
 - j. Product/Information/Service Mix Strategies
 - k. Global and Domestic Marketing Management
3. Convey an understanding of marketing's growing role in present society, within the context of business, non-profits, and even, the public sector.
4. Comprehend the range of management decisions implicit in the marketing management process, and recognize the diversity of marketing management talent when (and wherever) they see it.
5. Articulate where marketing, finance, production and organizational behavior converge.

B. REQUIRED TEXTBOOKS

Title:	A Framework for Marketing Management
Author:	Philip Kotler and Kevin Lane Keller
Publisher Information:	Pearson Prentice Hall, 5 th Edition, 2012, ISBN-13: 978-0-13-253930-2
Title:	The Marketing Plan Handbook
Author:	Marian Burt Wood, MBA
Publisher Information:	Pearson Prentice Hall, 5 th Edition, 2013, ISBN-0-13-307835-3

C. TEACHING METHODS

This course demands your involvement and interaction. All reading assignments should be completed prior to class to ensure to full participation, understanding and retention of course materials. Your success will depend heavily on your level of enthusiastic and active involvement.

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