

M: Course Objectives / Learning Outcomes

At the end of the course, the successful student should be able to:

1. integrate all phases of marketing into a strategic planning focus;
2. demonstrate a problem-solving approach to marketing problems;
3. apply oral and written skills in case presentations.

N: Course Content:

1. Gathering market intelligence.
2. Analyzing customers, competition, and channels.
3. Developing positioning strategies.
4. Planning the marketing program.
5. Managing the marketing mix.

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