

Managerial Marketing

ABOUT THIS COURSE

This course will provide an overview of how and why marketing works. The learner will develop the marketing skills that are valued throughout successful organizations, everything from standard methodologies to the latest digital solutions. The learner will cover basic marketing concepts, then create a comprehensive marketing plan for a business that covers evaluation, ethics, market psychology, product and service development and promotion. Other topics include pricing policies, marketing mix and channels, distribution theory, consumer behaviour, mobile marketing, online behavioural advertising and social media marketing.

LEARNING OUTCOMES

- Understand the importance and evolution of marketing in today's competitive, fast-changing global environment.
- Understand the marketing process, concepts and mix.
- Apply the marketing process to practical problems and situations.
- Create and implement an effective marketing plan.
- Allocate limited marketing resources in a strategic way.

APPROXIMATE COURSE HOURS

- 39 hours (in class or online)