

# Course Abstract

**Course ID and Name: MKT 202, Marketing II**

**Department: Business and Computer Science**

Chairperson or Course Coordinator: Dr. Aslihan Cakmak

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**Prerequisites:** MKT 201

**Co-requisites:** None

**Course Description:**

An advanced and interdisciplinary analysis of marketing planning, using the concept of strategic management, through the case history approach.

**Credits: 3**

*If you need accommodations due to a disability, contact Disability Services in Edison Hall Room 100, 732.906.2546.*

*To foster a productive learning environment, the College requires that all students adhere to the Code of Student Conduct which is published in the college catalog and website.*

**Learning Outcomes:**

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

1. Explain the relationship between objectives, strategies and controls within a business organization related to marketing.
2. Communicate written solutions to marketing management problems.
3. Communicate orally solutions to marketing management problems.

**Course Content Areas:**

- Understanding Marketing Management  
Role of marketing, customer satisfaction, strategic planning, and marketing planning
- Analyzing Marketing Opportunities  
Marketing information systems and marketing, marketing environment, consumer markets and consumer behavior, analysis of opportunities – business markets and business buying behavior, analysis of opportunities and risks – industries and competition, analysis of opportunity – market segments and target markets

- Developing Marketing Strategies  
Overall marketing strategy – differentiation, positioning and product life cycle, new products and services, strategies for leaders, challengers, followers and nichers, global strategies
- Making Marketing Decisions  
Product lines and brands services, pricing
- Marketing Channels, Distribution and Logistics  
Marketing communication, advertising, sales promotion and public relations, managing sales force and direct and on-line marketing, managing total marketing effort