

**Course Code:** MKT 211

**Course Title:** Marketing Management

**Department:** Business/Computer Science and Technologies

**Effective Date:** Summer 2026

**PCS Code:** 1.2 - Occupational/Technical Instruction

**CIP Code:** 52.1401

**Repeatability:** 0

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### Credit Hours

**Catalog Notation:** 3-0-3

**Credit Hour Distribution:**

Lecture: 3

Lab: 0

Clinical: 0

**Total: 3**

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### General Course Information

#### Catalog Description

Practical applications of marketing principles: marketing strategy, demand analysis, product, price, promotion, and distribution strategies.

#### General Course Objectives

Student will use and understand the practical application of the marketing principles.

#### Minimum Placement Levels

**English**

None

**Reading**

None

**Math**

None

#### Prerequisites

Credit in MKT 101 and MGT 101

#### Methods of Evaluation

1 comprehensive marketing plan, 3 assignments, 1 PowerPoint presentation, and 3 exams.

#### Instructional Materials and Additional Supplies

Preface to Marketing Management, Peter, Donnelly, McGraw Hill. Current edition.

Computers/internet service (available at Parkland) for the online section.

## Course Content

### General Learning Outcomes (GLOs)

- Critical Thinking and Information Literacy: Students will demonstrate the ability to evaluate perspectives, evidence, and implications, and to locate, assess, and use information effectively.
- Technology: Students will demonstrate the ability to evaluate, select, and appropriately use current and emerging tools.
- Global Awareness and Cultural Reasoning: Students will demonstrate their understanding of global issues, gender and sexual orientation, and multicultural perspectives.

### Course Segments and Student Learning Outcomes

| Course Segment                                                                                               | Learning Outcomes                                                                                                                                                                                                                                                                                                                                        | Lecture Hours | Lab Hours | Clinical Hours |
|--------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-----------|----------------|
| Marketing Strategy:<br>Selecting Target Markets, Setting Marketing Objectives, and Maintaining Marketing Mix | <ol style="list-style-type: none"> <li>1. Recognize the importance of developing a marketing strategy.</li> <li>2. Describe controllable and uncontrollable variables and relate how they interact within the marketing strategy.</li> <li>3. Discuss comparative strategies for various products/services, explaining how and why they vary.</li> </ol> | 6             | 0         | 0              |
| Consumer Behavior:<br>Buyer Behavior and Consumer Decision-Making Process                                    | <ol style="list-style-type: none"> <li>1. Demonstrate comprehension of consumer behavior by explaining personality and environmental factors which affect it.</li> <li>2. Define motives, attitudes, cognitive dissonance, and other behavioral terms.</li> <li>3. Evaluate the consumer decision-making process.</li> </ol>                             | 6             | 0         | 0              |
| Product Strategy:<br>Product Choice Decision and Product Development                                         | <ol style="list-style-type: none"> <li>1. Discuss the values of adding new products/services, as well as identify and explain decision variables affecting the process.</li> <li>2. Distinguish and compare advantages of internal acquisition of products.</li> <li>3. Explain new product development process.</li> </ol>                              | 7             | 0         | 0              |
| Promotion Strategy:<br>Promotional Goals and Advertising                                                     | <ol style="list-style-type: none"> <li>1. Generate plans to achieve promotional goals using AIDA concept.</li> <li>2. Identify major types of advertising and discuss their effect on market share and consumers.</li> </ol>                                                                                                                             | 8             | 0         | 0              |
| Distribution Strategy:<br>Distribution Structure, Distribution Policy Decisions, and Physical Distribution   | <ol style="list-style-type: none"> <li>1. List and discuss the various types of middlemen involved in distribution.</li> <li>2. Explain the concept of discrepancies and illustrate several examples of major channels.</li> </ol>                                                                                                                       | 6             | 0         | 0              |
| Research Project:<br>Formal Presentation of Marketing Plan                                                   | <ol style="list-style-type: none"> <li>1. Explain the importance of developing a marketing plan.</li> <li>2. Create a marketing plan presentation and demonstrate the skills necessary to effectively present it to an organization.</li> </ol>                                                                                                          | 12            | 0         | 0              |

#### Total Contact Hours

| Lecture Hours | Lab Hours | Clinical Hours |
|---------------|-----------|----------------|
| 45            | 0         | 0              |