**Vaughn College of Aeronautics & Technology**

**MGT 372 – Marketing Management**

**Syllabus**

* Credits: 3
* Grading System: Letter Grade
* Prerequisites: MGT110

**Facilitation**

* Instructor: Gary "Igor"
* Office: ZOOM personal room
* E-Mail: igor.irkho@vaughn.edu
* Office Hours: Before or after class, by appointment, or at WeChat

**Course Schedule\***

* Week 1 (pp.1) Defining Marketing for the New Realities; (pp.2) Developing Marketing Strategies and Plans
* Week 2 (pp.3) Collecting Information and Forecasting Demand; (pp.4) Conducting Marketing Research
* Planning
* Week 3 (pp.5) Creating Long-Term Loyalty Relationships; (pp.6) Analyzing Consumer Markets
* Week 4 (pp.7) Analyzing Business Markets; (pp.8) - Tapping Global Markets
* Week 5 (pp.9) - Identifying Market Segments and Targets; (pp.10) - Crafting the Branding Position
* Week 6 (pp.12) - Addressing Competition and Driving Growth
* Week 7 (pp.13) - Setting Product Strategy
* Week 8 (pp.15) - Introducing New Market Offerings
* Week 9 no new material is planned; all the quizzes, assignments, and final exam are published
* Week 10 (pp.17) - Designing and Managing Integrated Marketing Channels; (pp.19) - Designing and Managing Integrated Marketing Communications
* Weeks 11-12 no new material is planned

\*Course Schedule is subject to change