**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 Description**

This course examines the practical application of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.

It provides an overview of marketing processes and marketing principles designed to encourage students to apply the key concepts to practical business situations.

This course will be taught using a variety of techniques including:

* + Lecture
  + Text readings
  + Class examples and discussion
  + Case analysis
  + Supplemental articles and readings
  + Computer / problem simulations.

**Course Objectives**

After successful completion of this course, students will have acquired the ability to understand:

* Marketing theory and concepts
* The process of effective branding for a company name and its products

**Course Outcomes**

After successful completion of this course, students will have the ability to apply:

* Marketing theory and concepts to real commercial situations.
* Effective branding processes for a company name and its products.
* Marketing concepts to make business decisions.

**Course Requirements / Grading Policy**

* Participation: Ask a new question in the Discussions section during the class or reply to your peers - 20% of the course grade
* Assignments: Individual assignments in the Assignments section - 30% of the course grade
* Quizzes: Take a quiz by the end of every week in the first 10 weeks - 30% of the course grade
* Final Exam: Take the exam at the end of the course - 20% of the course grade

**Required Text**

Global Marketing Management, 8th ed.; ISBN: 978-0-13-615739-7; Author: Warren J Keegan; Publisher: Pearson Education

**Required Materials and Proficiencies**

* + Text as noted above.
  + Laptop or other computing device.
  + Supplementary articles from various sources as directed by the instructor.
  + Basic mathematical concepts.

**Grading Scale**

* A 90-100% Excellent
* B+ 85-89.99%
* B 80-84.99% Good
* C+ 75-79.99%
* C 70-74.99% Average
* D\*\* 60-69.99%
* F Below 60% Failure

\*\*For Aviation Training Institute students, minimum passing grade for all courses in the airframe and powerplant curriculum is a “C”.

**Incomplete Grades**

Requests for Incomplete grades must be made in writing before the course ends, and after the mid-term has been passed.

**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