



## CENTER FOR ENTREPRENEURSHIP AND INNOVATION

# MARKETING YOUR OWN BUSINESS

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## COURSE OUTLINE

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**COURSE:**

**MKT 1006**

Marketing your Own Business

**DATE/TIME:**

TBA

**MAJOR TEXTBOOK:**

**Marketing Management**

New Jersey: International 14th Edition,  
Prentice Hall, 2012

ISBN: 0-13-146918-5

**RECOMMENDED TEXTBOOK:**

- Kathleen R. Allen, Bringing New Technology to Market, New Jersey: First Edition, Prentice Hall, 2003.
- Don Booth, Principles of Strategic Marketing, Kent: Tudor Publishing, 2000.
- Micheal R. Czinkota, Masaaki Kotabe, David Mercer, Marketing Management – Text and Cases, Oxford: Blackwell Business, 1997.
- Joseph P. Gultinan, Gordon W. Paul, Marketing Management – Strategies and Programs, New York: McGraw-Hill Inc., 1994

**COURSE DESCRIPTION:**

The course focuses on formulating and implementing marketing management strategies and policies, a task undertaken in most companies at the strategic business unit level. The marketing management process is important at all levels of the organization, regardless of the title applied to the activity. Typically, it is called corporate marketing, strategic marketing, or marketing

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management. For our purposes they all involve essentially the same process, even though the actors and activities may differ. The course will provide you with a systematic framework for understanding marketing management and strategy. Accordingly, the course emphasizes the following:

- Primary and changing perspectives on marketing management in the New Economy.
- The impact of interactive media on marketing management.
- Applied marketing management and strategy, domestic, and global.
- An international focus in developing marketing management and strategy.

The course is intended for:

- Marketing concentration students who wish to deepen their understanding of marketing management in a strategy-planning context.
- Non-marketing concentration students who desire a course in marketing strategy, with a management and planning orientation.

### COURSE OBJECTIVES:

To further disseminate and develop the knowledge and skills in the essential aspects of marketing management, marketing strategy, and emerging New Economy marketing applications, with a focus on the development and execution of programs, audits, and plans.

This course is concerned with the development, evaluation, and implementation of marketing management in complex environments. The course deals primarily with an in-depth analysis of a variety of concepts, theories, facts, analytical procedures, techniques, and models. The course addresses strategic issues such as:

- What business should we be in?
- What are our long-term objectives?
- What is our sustainable marketing competitive advantage?
- Should we diversify?
- How marketing resources should be allocated?
- What marketing opportunities and threats do we face?
- What are our marketing organizational strengths and weaknesses?
- What are our marketing strategic alternatives?

### METHOD OF INSTRUCTION:

The course is highly interactive between the class and the instructor. Through case studies/presentations, problems, and specific company client activities, students will have the opportunity to use the concepts, ideas, and strategies presented in class. Problem-solving sessions occur in both individual (primarily) and team (occasionally) settings.

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### SCHEDULE:

<i>Meeting</i>	<i>Topic</i>
1	<b>Defining Marketing for the 21st Century</b> <ul style="list-style-type: none"><li>▪ The Importance of Marketing</li><li>▪ What is marketing?</li><li>▪ What is marketed?</li><li>▪ Who Markets?</li><li>▪ Core marketing concepts</li><li>▪ The new marketing realities</li><li>▪ Marketplace</li></ul>
2	<b>Conducting Marketing Research and Forecasting Demand</b> <ul style="list-style-type: none"><li>▪ Marketing and Customer value</li><li>▪ Planning</li><li>▪ Marketing Innovation</li><li>▪ Business Unit Strategic Planning</li></ul>
3	<b>Creating Long-term Loyalty Relationships</b> <ul style="list-style-type: none"><li>▪ Building Customer value, Satisfaction and Loyalty</li><li>▪ Customer Perceived value</li><li>▪ Maximizing Customer Lifetime value</li><li>▪ Customer Relationship</li></ul>

### GRADING AND EVALUATION:

Final Exam	50 %
Participation	50 %

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