SECTION HEADING

SBMT 1321: Marketing Management

Description

Marketing Management provides an understanding of the fundamental principles and strategies involved in marketing. The course covers key marketing concepts, such as market research, consumer behavior, product/service development, pricing strategies, promotion, and distribution channels.

Management Credits

2

Prerequisite:

None

Topics to be Covered

1. Learn how to create value for customers and build strong brand equity through effective marketing practices

Learning Outcomes

1. Analyze market environments and consumer needs

2. Develop and manage marketing strategies for products and services

3. Utilize marketing metrics and analytics to measure success

4. Understand digital marketing trends and their impact on business