



Broward Community College

Course Outline

STATUS: A

COMMON COURSE NUMBER: MKA 2932

COURSE TITLE: Seminar III: Marketing Management

CREDIT HOURS: 3

CONTACT HOURS BREAKDOWN:

Lecture/Discussion 48

Lab

Other

Contact Hours/Week 3

CATALOG COURSE DESCRIPTION:

Prerequisite: MKA 2931

Corequisite: None

This course includes marketing management related activities such as individual projects in promotion and entrepreneurship, marketing research and career planning. The students have the opportunity to development leadership skills through participation in Delta Epsilon Chi related activities.

General Education Requirements - Associate of Arts Degree, meets Area(s):
 General Education Requirements - Associate in Science Degree, meets Area(s):

UNIT TITLES:

1. Marketing Management Decision Making
2. Leadership Development
3. Career Planning and Implementation

I. Course Overview:

Upon successful completion of this course, the students should be able to apply the knowledge gained in previous marketing courses to real and simulated marketing management situations; to develop the ability to provide supervision and leadership in directing in-class activities and projects within the business community; and to implement career plans.

II. Units:

Unit 1. Marketing Management Decision Making

General Outcome:

- 1.0 The students should be able to apply marketing knowledge to real and simulated situations; and to make and implement decisions that fall within the realm of traditional marketing strategic planning, human relations in management, communications, marketing research, public relations, as well as the many specialty areas of marketing management.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 1.1 Gather and organize information for the purpose of making marketing and general business decisions.
- 1.2 Analyze information to develop a clear statement of problem.
- 1.3 Apply marketing knowledge, creativity, and logic to the specific facts of a given marketing problem and develop a list of possible solutions.
- 1.4 Analyze each alternative solution by determining relative advantages and disadvantages, and decide on the best alternative.
- 1.5 Orally communicate the decision made and the rationale behind the choice.
- 1.6 Take all actions needed for successful implementation of the decision made.
- 1.7 Develop a follow-up plan on the problem to determine if the decision made has solved it.

Unit 2. Leadership Development

General Outcome:

- 2.0 The students should be able to develop leadership skills by assuming one of the following tasks: DECA chapter officer, project director of a major class learning activity, director of a marketing research project for the local business community, or director of a local community project.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 2.1 Analyze objectives of the organization, the specific situation at hand, and the nature of the leadership position assumed to determine the total group function to be performed.
- 2.2 Develop plans and set goals.
- 2.3 Divide the total function into logical and smaller tasks.
- 2.4 Assign individuals to each specific task and delegate the appropriate amount of authority to each individual.
- 2.5 Communicate effectively, to others involved, the nature of the overall function, goals, and individual tasks.
- 2.6 Develop an attitude of cooperation in others and motivate individuals to work toward goals.
- 2.7 Provide training and direct supervision.
- 2.8 Identify problems, make decisions, and take corrective actions.
- 2.9 Perform all leadership functions needed to complete the job.

Unit 3. Career Planning and Implementation

General Outcome:

3.0 The students should be able to plan and begin implementation of individual career choices.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 3.1 Develop a plan to accomplish ultimate career goals.
- 3.2 Identify specific organizations in the business community that employ individuals for the ultimate career position chosen.
- 3.3 Plan each step in the career path by sequentially identifying each successive job position to be sought and develop a reasonable time frame for the accomplishment of each step.
- 3.4 Identify their own strengths and weaknesses with regard to the specific job competencies needed and develop a program for the development of additional job skills.
- 3.5 Identify any further education/training needed to advance along the chosen career path.
- 3.6 Contact individual potential employers to obtain employment.
- 3.7 Implement the individual career plan and begin working for one of the identified employers on a part-time or full-time basis.

Special Student Projects:

The students should be able to successfully complete one of the following projects:

1. A marketing management simulation.
2. Career planning.
3. Marketing research for a local business.
4. Promotion and/or entrepreneurship.
5. Civic consciousness.