

MAKT 440 : Relationship Marketing

Implementation of a direct marketing program, including telemarketing, electronic media, cataloging, direct mail, direct response advertising, and how it fits into overall marketing strategies.

Credits 3

CIP Code

52.1401

Prerequisites

or any 3 credit hours MATH. LIBR 150 may be taken concurrently.

Prerequisite Courses

LIBR 150

MAKT 302

MATH 110

Course Outcomes

After successfully completing the course, the learner will be able to:

- Evaluate the role of marketing in creating global business strategies.
- Explain product development issues, the product life cycle, and be able to develop an effective product strategy.
- Evaluate pricing strategies and perceived value and discuss how price interacts with other marketing mix variables.
- Explain the relationship of the marketing plan to the company's strategic plan and corporate objectives.
- Identify and discuss environmental forces which may impact marketing strategy.
- Identify and discuss the impact of consumer behavior on marketing strategy.
- Use market segmentation, targeting, and positioning strategies for effective marketing mixes for diverse target populations.
- Explain relationship marketing and explain how it can be used to develop effective marketing programs.
- Analyze market situations and develop plans for effective marketing strategies.