

MBA3008 : Marketing

This course provides an overview of the issues, concepts, and models used in analyzing marketing decisions and managing marketing activities. It presents analytic and data visualization tools and frameworks for making effective marketing decisions to support an organization's strategic, economic, and social objectives. Topics include market measurement and segmentation, consumer and organizational buying behavior, marketing mix analysis and management, marketing research, new product development, product management, marketing strategy, as well as public policy and ethical considerations in marketing. The course covers how to investigate consumer behavior, segment and target markets, create customer value through product policy, position brands, design channels of distribution, as well as how to develop communication channels and pricing policies. The course has a strategic focus in the science, technology, engineering, and management domains to ensure real world viability of marketing decisions and actions.

Credits 3