

Department: Business

Name of Course: Marketing II

General Description of Course

This course is a continuation of Marketing I and recognizes the central role of consumer behavior in determining the fate of a firm's marketing efforts. Topics covered include the understanding of consumer motivation, perception, and learning, as well as the recognition of social influences such as reference groups, opinion leadership, culture, and subcultures. Particular attention will be paid to the migration from print advertising to the use of Social Media and other web oriented marketing strategies. Case studies will be used to strengthen data analysis skills and provide opportunities for business writing.

Major Topics Covered:

- Market Research
- Print and Broadcast vs. Social Media
- Segmentation, Targeting and Positioning
- Consumer Behavior

Textbook:

Advertising, Dlabay, Burrow, Egglund. 2006, South-Western Publishing

Requirements:

- Good Attendance
- Participation and Cooperation

Grading Policy:

Students will be graded on their in-class assignments, homework, class participation, projects, assessments and presentations.