

MKT6301 - Marketing Management

[MKT 6301](#) ([SYSM 6318](#)) Marketing Management (3 semester credit hours) This course provides an overview of marketing management methods, principles, and concepts, including product, pricing, promotion, and distribution decisions. Analytical techniques and tools such as segmentation, targeting, and positioning are introduced as key components of a more rigorous management science approach to marketing. The learning objective is to have students apply these methods, principles, and concepts to develop, evaluate, and implement effective strategic and tactical decisions in marketing. (3-0) S