



THE UNIVERSITY OF ARIZONA

Eller College  
of Management

# MARKETING POLICIES & OPERATIONS (MKTG 471)

## Brief course description:

An integrative capstone course focusing on comprehensive marketing problems; development, control, and auditing of marketing organizations and operations.

## Expected learning outcomes:

Upon successful course completion, you will be able to:

Explain marketing as a framework for analyzing real-life marketing situations

Describe the marketing process

Evaluate the elements of a marketing program

Apply behavioral and analytical tools used in marketing situations

Define marketing problems, analyse alternatives, identify opportunities, and interpret their implications

Integrate and apply knowledge from prior marketing courses to help solve marketing problems and challenges



Martin Reimann, PhD

## Course objectives & learning goals:

This course has two key course objectives and learning goals: first, understanding and effectively using the fundamental frameworks, processes, and analysis tools of marketing and, second, using the “first principles” of marketing to solve business problems. In doing so, we will integrate most of the frameworks, processes, and analyses developed by marketing researchers, consultants, and managers, which are focused on solving four fundamental marketing problems: (1) All customers differ, (2) All customers change, (3) All competitors react, and (4) All resources are limited.

- Markstrat simulation
- Quizzes
- Written examination I
- Class participation
- Oral examination
- Written examination II

