



MARKETING POLICIES & OPERATIONS (MKTG471)

Spring 2023

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 analysing real-life marketing situations	Describe the marketing process
Evaluate the elements of a marketing program	Apply behavioural 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:

This course has two key course objectives: 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
- Midterm written exam
- Class participation
- Final oral exam

