

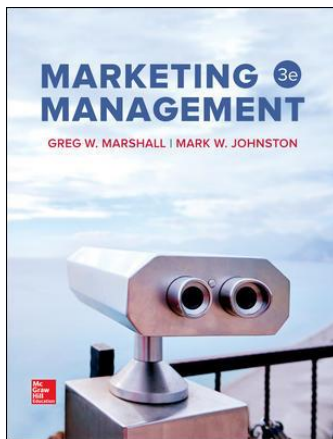
MRKT0231

MARKETING MANAGEMENT

Online course
Instructor: Valerie DePina
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Office hours by appointment



What is marketing? There are many misconceptions about marketing, management, and the importance of this function within an organization. This course will explore these perceptions, as well as the knowledge and skills that make up marketing management.



Textbook: Marshall & Johnston. *Marketing Management, Third Edition*. McGraw-Hill Education. ISBN-13: 978-1259637155

Topics covered will include

- Product Strategy
- Marketing Research
- Analytics
- Promotion
- Pricing Decisions

Course work will include readings, video content, quizzes, discussions, and projects.