

AMBA 650 MARKETING MANAGEMENT AND INNOVATION**Course Manager: Dr. Anna Andriasova (aandriasova@umuc.edu)**

Seminar Description An exploration of the essentials of marketing management: setting marketing goals for an organization with consideration of internal resources and marketing opportunities, planning and executing activities to meet these goals, and measuring progress toward their achievement. Focus is on the concept of innovation in business, including the introduction of new market offerings and the use of new technologies, strategies, and tactics for achieving marketing objectives. An integrative approach combines discussions on theory of marketing management with industry analysis and practical implications. Assignments include the design and marketing of innovative products, analysis of the application of modern marketing strategies and tactics using examples from participants' organizations, and practicing a holistic approach to marketing management.

Seminar Objectives

Upon successful completion of this seminar, the student should be able to:

1. Assess the role marketing plays in an organization's strategic planning.
2. Analyze the concept of innovation and its implications for business development.
3. Analyze consumer needs and behavior and how they affect an organization's ability to deliver superior value to customers.
4. Identify the range of decisions marketing managers face in organizations and apply analytical and ethical decision making skills, tools and techniques within the marketing context.
5. Assess the new product development process in the context of an organization's strategic objectives.
6. Analyze the use of marketing information systems and innovative technologies in organizations.
7. Demonstrate the use of segmentation, targeting and positioning strategies in a global environment.
8. Develop and analyze various aspects of the marketing mix - product, place, price and promotion - and design innovative strategies to develop and sustain an organization's market position.
9. Develop a marketing plan to guide an organization to a leading position in the market.

Required Seminar Materials

You are expected to purchase the texts listed at the bookstore. You can order these books through the UMUC virtual bookstore (<http://www.umuc.edu/bookstore/bookstore.html>).

In addition, a portion of the reading in this seminar is comprised of articles taken from a variety of professional journals. Most of the articles are available in the library database - Business Source Premier (B), which can be accessed through the UMUC library web page <http://www.umuc.edu/library/database/>.

Overview

Topic	Assignments
Week 1 - Marketing Foundations	Conference Activity, Personal Application, Team Organization
Week 2 - Innovation and Its Role in Marketing and Business	New Product/Service Paper, Team Work Plan
Week 3 - Strategic Marketing Planning	Conference Activity, Personal Application, Team Marketing Plan
Week 4 - Understanding Markets and Buyers	Conference Activity, Personal Application, Team Marketing Plan
Week 5 - Positioning and Competitive Advantage	Case Study 1, Personal Application, Team Marketing Plan
Week 6 - Product, Service and Branding Decisions	Case Study 2, Personal Application Paper – 1 Team Marketing Plan
Week 7 - Pricing Decisions	Conference Activity, Personal Application, Team Marketing Plan
Week 8 - Distribution Decisions	Conference Activity, Personal Application, Team Marketing Plan
Week 9 - Integrated Marketing Communications Decisions	Conference Activity, Personal Application, Team Marketing Plan
Week 10 - Marketing and Organization's Long-Term Growth	Conference Activity, Personal Application, Team Marketing Plan – Presentation