



**BAKER COLLEGE  
STUDENT LEARNING OUTCOMES**

**BUS 4210 Marketing Management  
4 Semester Hours**

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**Student Learning Outcomes & Enabling Objectives**

1. Implement marketing mix strategies that give an organization a competitive advantage.
    - a. Interpret the implications of the changing role of marketing in the contemporary organization.
    - b. Align the marketing strategy to the overall corporate strategy.
    - c. Explore how organizations gain a competitive advantage through the organization's marketing mix strategies.
    - d. Construct an integrated marketing plan utilizing the competitive advantage of the organization.
  2. Assess environmental forces to include economic, social/cultural, legal/political, competitive, and technical as well as their impact on marketing decisions.
    - a. Analyze the product demand life cycle, advertising pyramid, SWOT, and market product-service matrix to help gather information to build the marketing strategy.
    - b. Analyze and evaluate the challenges that marketers face including strategic market planning, marketing intelligence, and creative problem solving.
  3. Evaluate the target market for the integrated strategic marketing plan.
    - a. Identify the consumer buying behavior.
    - b. Assess the scope of the market and the growth potential.
    - c. Utilize psychographics, demographics, and significant consumer trends to characterize the target market.
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These SLOs are not approved for experiential credit.

**Effective: Spring 2021**