I Course Title: SEMINAR ON SPECIAL MARKETING THEMES

Course Code: 797D

Credits: 3

II Course Description:

Development of special topics in the marketing area; in accordance to the doctoral student interest under the faculty supervision. Comparison of marketing research and strategy application in different scenarios of business.

III General Objectives and Specific Objectives

After completion of this course the students should be able to:

1. Develop analytical skills in the formulation an implementation of market –driven strategies for an organization
   1.1. Analyze multiple applications of strategic marketing decision-making.
   1.2. Formulate, develop, and present a comprehensive strategic marketing plan for the new economy (e-Plan)
   1.3. Demonstrate the ability to write professional level marketing executive reports and interact effectively as a consultant, with clients.

2. Focus on the study of strategic decision-making which has a long-term impact on the organization.
   2.1. Allow graduate students to reflect on, evaluate, analyze, and examine a variety of problem situations commonly encountered in marketing management, gather and organize the information necessary to formulate and evaluate alternate strategies, select an appropriate strategy and justify and execute the strategy orally and in written.
   2.2. Use marketing research in the analysis of current key problems, trends, and issues of strategic marketing.

3. Scrutinize major themes which drive corporate marketing strategy and evaluate its relationship with topics related to each individual student’s doctoral program of study.
3.1. Compare the relationship between marketing and other functional disciplines: finances, accounting, human resources, production, and information technology.

IV Course Content*

A. Strategic Marketing
   1. Introduction and Market Definition

B. Markets and Marketing Research

C. Segmentation

D. Decision Making Theory

E. Market-Driven Strategies
   1. Designing Market-Driven Strategic Development
   2. Market-Driven Strategic Program Development
   3. Market-Driven Strategic Program its Implementation

F. Customers Assets Theory

G. Customer Loyalty and Value Theory

*The material in this course is not static. It can be applied to real events in today’s newspapers and business journals. Students are invited to bring in stories relevant to the topics that are studying in the course for its discussion, and to consider include current events examples in the exam’s essays. Journals recommended to review current issues include: Financial Times, The Economist, The Wall Street Journal, Fortune, Business Week, and other business magazines.

V Course Activities

A. Lectures

B. Computer applications workshops and tutorials.

C. Case Studies and of Video Cases Discussions

D. Discussion Forum Participation (Blackboard_WebCT Platform)

E. Oral presentations of the marketing research plan and the referee report focusing on marketing strategies.
VI  Grading Criteria

Students are required to:

A. Take two (2) tests
   - A Mid-term test and a Final test 30%
B. Participate actively in the presentation and discussion of the course material, which will require the reading in advance 10%
C. Write a referee report on a topic related to the course material agreed upon with the instructor* 10%
D. Complete a marketing research plan and a marketing executive Report (10% oral presentation and 40% written report) 50%

Total 100%

VII  Educational Resources

Textbook

No official text is required. The following are recommended for students in need of refreshing MBA level knowledge of the discipline (instructor will recommend chapters to specific students.)


References

Hanson, (2007) Internet Marketing Plans. *Internet Marketing (pp. 398-402).*

    Cincinnati, OH: Thomson South Western.


Entreprenuership Theory, Process, and Practice Donald, (pp. 221-257).
Cincinnati, OH: Thomson South Western.

Entreprenuership Theory, Process, and Practice Donald, (pp. 294-324).
Cincinnati, OH: Thomson South Western.


Edition 9th ed. Mifflin Company: Boston, MA (pp. 670-703)


VIII. BIBLIOGRAPHY

Articles:


Online Resources:


**Referee Journals:** (Available at Inter American University’s Library Databases)

Advances in International Marketing; Greenwich
Asia Pacific International Journal of Marketing; Hong Kong
The International Journal of Bank Marketing; Bradford
International Journal of Internet Marketing and Advertising; Olney
International Journal of Nonprofit and Voluntary Sector Marketing; London
International Journal of Research in Marketing; Amsterdam
International Marketing Review; London
International Money Marketing; London
Journal of International Marketing; Chicago
Journal of International Marketing and Marketing Research; Brixham

**Web sites:**

http://www.fortune.com

http://businessweek.com

http://www.financialtimes.com

http://www.theeconomist.com

http://thewallstreetjournal.com

http://www.forbes.com

**Links:**

http://www.prenhall.com/kotler
http://www.pearsonlatino.com/kotler (Contenidos en español)

http://www.prenhall.com/turban  Power Point Presentations for Chapter 3, 4 and 5.

http://kuratko.swlearning.com  Power Point Presentations for Chapter 8 and 10

http://douglas.swlearning.com