CEED 203 Strategic Marketing Outcomes

This is a hands-on, skills oriented course. Upon completion of this course, students should be able to:

1. Recognize the Dangers of Marketing Myopia;
2. Understand the nuances of The Marketing Mix;
3. Understand How Products, Services & Experiences are Positioned in the Marketplace;
4. Recognize the Prevalence & Power of Branding on Consumer Behavior;
5. Conduct Primary and Secondary Market Research;
6. Segment a Market(s) and isolate Target Market(s);
7. Recognize the Objectives & Application of Marketing Strategies;
8. Compare & Contrast Sales & Marketing;
9. Apply the Strategic Marketing Planning Process to New Venture Creation;