

INTERAMERICAN UNIVERSITY OF PUERTO RICO  
METROPOLITAN CAMPUS  
BUSINESS FACULTY  
GRADUATE DEPARTMENT

**SYLLABUS**

**I. GENERAL INFORMATION**

Course Title:	BUSINESS MARKETING
Code and Number:	BADM 5090
Credits:	3
Term:	
Professor:	
Office Location and Hours:	
Office Telephone	
E-mail	

**II. DESCRIPTION**

Application of marketing functions in the process of making managerial decisions. Study of marketing techniques in the creation and development of organizations with or without profit.

**III. OBJECTIVES**

It is expected that upon completing the course, the student should be able to:

The overall objective of the course is to provide the student with an overall view of marketing and to teach him/her to think like a marketing entrepreneur. Thus, at the end of the course the student will be able to:

1. Discuss the strategic planning process and the role of marketing in the planning process.
2. Analyze the internal and external environmental factors that affect an organization's marketing strategy.
3. Explain the basic concepts involved in customer marketing.
4. Describe how the product/service mix is managed to build brand equity. The specific objectives that you should attain are:

5. Explain the four elements of the marketing mix and how they are interrelated in the holistic marketing model.
6. Devise a marketing plan for a real product using integrated marketing planning strategy decisions

#### **IV. CONTENTS**

##### **A. Understanding Marketing Management**

1. Defining marketing for the 21<sup>st</sup> Century
2. Adapting marketing to the new economy
3. Building customer satisfaction, value, and retention

##### **B. Analyzing Marketing Opportunities**

1. Winning markets through market-oriented strategic planning
2. Gathering information and measuring demand
3. Scanning the marketing environment
4. Analyzing consumer markets and buyer behavior
5. Analyzing business markets and business buying behavior
6. Dealing with the competition

##### **C. Developing Marketing Strategies**

1. Positioning and differentiating the market offering through the product life cycle
2. Developing new market offerings
3. Designing global market offerings

##### **D. Shaping the Marketing Offering**

1. Setting the product and branding strategy
2. Designing and managing service

3. Developing price strategies and programs

E. Managing and Delivering Marketing Programs

1. Designing and managing value networks and marketing channels
2. Managing retailing, wholesaling, and market logistics
3. Managing integrated marketing communications
4. Managing advertising, sales promotion, public relations and direct marketing
5. Managing the sales force
6. Managing the total marketing effort

**V. ACTIVITIES**

Conference  
Students individual participation  
Students group participation

**VI. EVALUATION**

<b>Evaluation Criteria</b>	<b>Punctuation</b>	<b>% of Final Grade</b>
Forum Discussions	200	20%
Assignments	400	20%
Case Analyses	300	15%
Marketing Plan	100	25%
Peer Evaluation	100	10%
Final Test	100	10%
<b>Total</b>		<b>100%</b>

Grade Definitions

A = An excellent performer who actively participates in class discussions. Has sharp

insight into the material and presents thoughtful ideas and questions. Writes logically and clearly. Integrates concepts and information learned at this and other courses. Exceeds the minimum requirements of the course.

B = Grasps subject matter at a level considered to be good or very good. Actively participates in class discussions. Writes well and produces high quality work. Demonstrates a relatively high level of knowledge and understanding of class material.

C = Demonstrates some comprehension of the subject matter but accomplishes only the minimum requirements. Displays little or no initiative. Communicates at a barely acceptable level.

F = Quantity and quality of work is below average and not acceptable.

## **VII. SPECIAL NOTES**

### **A. Auxiliary services or special needs**

All students who require auxiliary services or special assistance must request them at the beginning of the course or as soon as they become aware that they need them, through the corresponding registry, in the Office of the Coordinator of services for students with disabilities, Dr. María de los Ángeles Cabello. She is located in the Counseling Program, Office 111, on the first floor of the John Will Harris Building, extension 2306.

### **B. Honesty, fraud, and plagiarism**

Dishonesty, fraud, plagiarism and any other inappropriate behavior in relation to academic work constitutes major infractions sanctioned by the General Student Regulations. The major infractions, as stated in the General Student Regulations, may have as a consequence, suspension from the University for a definite period greater than one year or the permanent expulsion from the University, among other sanctions.

### **C. Use of electronic devices**

Cellular telephones and any other electronic device that could interrupt the teaching and learning processes or alter the environment leading to academic excellence will be deactivated. Any urgent situation will be dealt with, as appropriate. The handling of electronic devices that allow students to access, store or send data during evaluations or examinations is prohibited

## **D. Compliance with the Provisions of Title IX**

The Federal Higher Education Act, as amended, prohibits discrimination because of sex in any academic, educational, extracurricular, and athletic activity or in any other program or function, sponsored or controlled by a higher education institution, whether or not it is conducted within or outside the property of the institution, if the institution receives federal funds.

In harmony with the current federal regulation, in our academic unit an Assistant Coordinator of Title IX has been designated to offer assistance and orientation in relation to any alleged incident constituting discrimination because of sex or gender, sexual harassment or sexual aggression. The Assistant Coordinator, Mr. George Rivera, can be reached by phone at extension 2262 or 2147, or by e-mail [griverar@metro.inter.edu](mailto:griverar@metro.inter.edu).

The Normative Document titled **Norms and Procedures to Deal with Alleged Violations of the Provisions of Title IX** is the document that contains the institutional rules to direct any complaint that appears to be this type of allegation. This document is available on the website of Inter American University of Puerto Rico ([www.inter.edu](http://www.inter.edu)).

## **VIII. EDUCATIONAL RESOURCES**

### **1. Textbook:**

Marketing Management, 16<sup>th</sup> Edition. (Print Replica) Kindle Edition. (2021). Kotler, P.; Armstrong, G.T.; Keller, K.L. & Chernev. A. Pearson/Prentice Hall.

ASIN : B0962SHD7Y

### **2. Supplementary Readings:**

Journal Articles as specified in the different study sessions

### **3. Audiovisual and Electronic Resources:**

Ebook and Learning Package available from the publisher at the following websites:

[www.coursesmart.com](http://www.coursesmart.com)

[www.prenhall.com/custombusiness](http://www.prenhall.com/custombusiness)

## **IX. BIBLIOGRAPHY (OR REFERENCES)**

### **1. Books:**

Marketing: The Core, 8th Ed. (2019). Kerin, R. & Hartley, S. McGraw-Hill  
Education

Marketing Analytics: Essential Tools for Data-Driven Decisions. (2021).  
Venkatesan, R., Farris, P.W. & Wilcox, R.T. University of Virginia Press.

Consumer Behavior, 12<sup>th</sup> Ed. (2018). Schiffman, L.F. & Wisenblit, J. Prentice Hall.

Marketing Research: An Applied Approach, 5th Ed. (2017). Malhotra, N. & Nunan, D.  
Trans-Atlantic Publications.

The 22 Immutable Laws of Marketing, Kindle Edition (2009). Ries, A. & Trout, J.  
Harper Collins

## **2. Journals and Newspapers:**

Caribbean Business

El Nuevo Día – Sección de Negocios

Fortune

Forbes

Harvard Business Review

International Marketing

Marketing Management

New York Times

## **3. Electronic Resources:**

<http://www.ama.org/> - American Marketing Association website

<http://www.marketingtools.com/> - American Demographics (Marketing Tools)

<http://dsbb.inf.org/> - International Monetary Fund website

[http://www.library.hbs.edu/all\\_databases/html](http://www.library.hbs.edu/all_databases/html) - Harvard Business School links

<http://www.PollingReport.com> – an nonpartisan resource on trends in American public opinion

<http://www.SecondaryData.com> – marketing resources links provided by Decision Analyst, Inc.

<http://www.bea.doc.gov> – US Bureau of Economic Analysis, Survey of Current Business

<http://www.stats.bls.gov> – US Bureau of Labor Statistics

<http://www.census.gov> – US Census Bureau

<http://www.census.gov/econ/census02> - US Economic Census

<http://www.ita.doc.gov/tradestats> - US Office of Trade and Economic Development

<http://www.stat-usa.gov> – US Statistical Data International and National Stat-USA

<http://www.fedworld.gov> – US Department of Commerce – links to national and international governmental databases

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