

# Course Outline

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## **DEN 303 Market Research, Technology Updates, Marketing and Sales**

### **Course Description**

This course is directed at engineering managers who have little to no exposure to marketing, whether on the college level or in practical application to their work environment. The purpose of this course is to provide skills, knowledge and appreciation of marketing and its interaction with the operations and technical arenas of a firm. It covers a broad range of topics including communication skills, market research and analysis, benchmarking, trends, the impact of the environment, technology assessment forecasting, risk analysis, sales and consumer satisfaction, advertising and integrated marketing communications, pricing, products and branding. The time available does not allow for an in-depth presentation of all aspects of these topics.

### **Course Learning Objectives:**

At the conclusion of this course, participants will be able to:

- Explain the elements of marketing
- Describe various media and their value to a marketing program
- Coach non-marketing personnel in branding
- Communicate marketing objectives and strategies to non-marketing personnel
- Resolve inconsistencies among the elements of marketing
- Motivate sales teams
- Interpret market research
- Analyze environmental and technological impacts
- Solve customer satisfaction issues
- Direct a benchmarking exercise
- Present to senior management

## Course Schedule:

Module	Topic	Time
MODULE 1	Introduction to Marketing	Week 1
MODULE 2	Marketing Strategy, Research & Analysis, Presentation Skills--Verbal	Week 1
MODULE 3	Technology Updates & Environmental Scanning	Week 2
MODULE 3	Technology Updates & Environmental Scanning	Week 3
MODULE 4	Customer Satisfaction & Sales Management	Week 3
MODULE 5	Marketing Communications & Advertising, Presentation Skills--Written	Week 4
MODULE 5	Marketing Communications & Advertising, Presentation Skills--Written	Week 5
MODULE 6	Product, Pricing & Branding	Week 5
MODULE 6	Product, Pricing & Branding	Week 6
MODULE 7	Self-assessment Quiz	Week 6

## Course Policies:

### Academic Integrity:

Each student is expected do the work of this course themselves or with students as assigned. No students may do the work of another. It is the student's responsibility to read all assigned materials, complete all discussions and assignments on time and adhere to ethical standards of conduct.