

# Marketing (MKTG)

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session and to determine the term of offering, consult the class schedule at [central.carleton.ca](http://central.carleton.ca)

## Marketing (MKTG) Courses

### **MKTG 5200 [0.5 credit]**

#### **Marketing Strategy**

Essential concepts for cultivating and maintaining successful buyer-seller relationships, including customer and competitor analysis, segmentation, targeting, and positioning. Translation of target market and positioning decisions into actionable marketing plans, including product, pricing, channel and promotional decisions, and tools for forecasting/evaluating success.

Precludes additional credit for MKTG 5201 and MKTG 5202.

### **MKTG 5201 [0.25 credit]**

#### **Marketing Strategy Formulation**

Basic concepts underlying development and sustaining of successful buyer-seller relationships including the core concepts and practice of marketing, the role of marketing in the organization, relationship and exchange bases, environmental scanning, competitor assessment, marketing research, segmentation, positioning, targeting of markets and strategy planning.

Precludes additional credit for BUSI 5204 (no longer offered).

### **MKTG 5202 [0.25 credit]**

#### **Marketing Strategy Implementation**

Development and implementation of marketing strategy and plans, including interpretation of strategic positioning into product, promotion, pricing and channel decisions and the measurement and tracking of marketing success. Special attention to the role of product innovation and introduction.

Precludes additional credit for BUSI 5200 (no longer offered).

Prerequisite(s): MKTG 5201.

### **MKTG 5211 [0.25 credit]**

#### **Technology Marketing**

Marketing in technology-intensive environments, with focus on business buying processes. Buyer behaviour, competitive and environmental analysis, planning and implementation of product and service innovations, targeting and positioning in the early stages of introduction, management through the growth stages, tracking success and contingency planning.

**Summer session:** some of the courses listed in this Calendar are offered during the summer. Hours and scheduling for summer session courses will differ significantly from those reported in the fall/winter Calendar. To determine the scheduling and hours for summer session classes, consult the class schedule at [central.carleton.ca](http://central.carleton.ca)

Not all courses listed are offered in a given year. For an up-to-date statement of course offerings for the current