

# Marketing (MKTG)

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## **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 (no longer offered) and MKTG 5202 (no longer offered).

## **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.