



Course Competency Report by Code

Code: BKO1

Marketing Management Concepts (BKO1)

Course of Study: BKO1 - Marketing Management Concepts
 Course Level: Undergraduate
 Course Division: Upper Division Major
 Discipline: Business
 Course Type:
 Department: Business

COMPETENCY #	COMPETENCY NAME	COMPETENCY TEXT
305.1.1	Role of Marketing	The graduate understands the role of marketing in the organization and society.
305.1.2	Organizational Orientation	The graduate understands different orientations that organizations have toward the marketplace.
305.1.3	Managing the Marketing Process	The graduate understands the key sets of activities that must be performed to effectively manage the marketing process.
305.2.1	Identifying and Analyzing Opportunities	The graduate is knowledgeable about methods and practices for identifying and analyzing market opportunities.
305.2.2	Buyer Decision Process	The graduate is knowledgeable about the buyer decision process for both consumer and business/industrial markets.
305.2.3	Segmenting Markets	The graduate understands the process for segmenting markets and selecting targets.
305.3.1	Competitive Advantage	The graduate is knowledgeable about issues and factors associated with developing and maintaining competitive advantage.
305.3.2	Developing Marketing Strategies	The graduate is knowledgeable about developing marketing strategies based on competitive positions and roles firms play within a target market.
305.4.1	Product Mix Management Theory	The graduate is knowledgeable about theories related to managing the product mix.
305.4.2	Product Mix Management Application	The graduate applies appropriate theories to develop a product mix.
305.5.1	Price Policy and Strategy Theory	The graduate is knowledgeable about theories related to price policies and strategies.
305.5.2	Price Policy and Strategy Application	The graduate applies theories of pricing to develop and implement price policies and strategies.



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305.6.1	Distribution Strategy Theory	The graduate is knowledgeable about theories related to distribution strategy.
305.6.2	Distribution Strategy Application	The graduate applies theories about distribution to develop and implement a distribution strategy.
305.7.1	Marketing Communication Theory	The graduate is knowledgeable about theories related to marketing communications.
305.7.2	Marketing Communication Application	The graduate uses appropriate theories to develop and implement marketing communication strategies.
305.7.3	Personal Selling and Sales Management	The graduate is knowledgeable about personal selling and sales management.