

Course number and name	END 433 / Marketing and Sales Management
Credits, contact hours, categorization of credits	3 credits / 42 hours / Engineering topic
Instructor or course coordinator	
Text book and other supplemental materials	<ul style="list-style-type: none"> • Kotler P. & Armstrong, G. <i>Principles of Marketing Management</i> (2006 or newer) Principles of Marketing Management., 11th ed., Prentice Hall. • Jobber, D. & Lancaster, G. (2000 or newer) <i>Selling and Sales Management</i>, 5th ed., Financial Times and Prentice Hall.

Course information	
Content	To provide essential elements of a marketing orientation; major concepts and principles of marketing and sales management; and, basic models of buyer behavior and their implications for marketing strategy and decisions; be able to apply marketing principles across a wide range of markets and cultures.
Prerequisites	None
Type	Selected elective

Course learning outcomes
<p>Students who pass the course will be able:</p> <ol style="list-style-type: none"> I. Define and apply the key concepts of marketing and sales II. Evaluate a basic marketing and sales plan and then, develop strategies accordingly.

Student outcomes	Level of contribution
SO1. An ability to identify, formulate, and solve complex engineering problems by applying principles of engineering, science, and mathematics.	Not applicable
SO2. An ability to apply engineering design to produce solutions that meet specified needs with consideration of public health, safety, and welfare, as well as global, cultural, social, environmental, and economic factors.	Partial
SO3. An ability to communicate effectively with a range of audiences.	Little
SO4. An ability to recognize ethical and professional responsibilities in engineering situations and make informed judgments, which must consider the impact of engineering solutions in global, economic, environmental, and societal contexts.	Little
SO5. An ability to function effectively on a team whose members together provide leadership, create a collaborative and inclusive environment, establish goals, plan tasks, and meet objectives.	Partial
SO6. An ability to develop and conduct appropriate experimentation, analyze and interpret data, and use engineering judgment to draw conclusions.	High
SO7. An ability to acquire and apply new knowledge as needed, using appropriate learning strategies.	Partial

Week	Topics	Learning outcome(s)
1	Principles of Marketing and Sales and, Marketing Process	I
2	Customer Satisfaction and Marketing Strategy	I
3	Managing Marketing Information, Marketing Environment	I
4	Consumer and Business Markets and Buying Behavior	I
5	Market Segmentation, Targeting and Positioning	II
6	Product, Services and Branding Strategies	II
7	Product, Services and Branding Strategies	II
8	New Product Development and Product Life Cycle, Competition	II
9	New Product Development and Product Life Cycle, Competition	II
10	Pricing Considerations and Strategies	II
11	Marketing Channels and Sales Management	II
12	Sales Management, Marketing Communications	II
13	Globalization and E-marketing	II
14	Term Project Submission and Presentation	II