

Mini-MBA Marketing Administration

Dr. Alan D. Lish
Department of Marketing & Entrepreneurship
Bauer College of Business of the University of Houston

“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”

--American Marketing Association, 2017

Since the purpose of every business organization—whether it be for profit or not—is to foster some sort of exchange that “creates value” for both of the parties involved, it is fair to say the real purpose of any organization is to engage in “marketing.”

Without that “exchange that creates value,” there really is no business. You *could* say that no business plan can exist without first creating a marketing plan. This course will provide an overview of marketing from a strategic to a tactical level and present the key elements in forming a marketing strategy, which ultimately leads to tactical implementations of marketing activities.

This course will give you an overview into:

- The framework for forming a marketing strategy
- An introduction to marketing intelligence
- The keys to creating customer value
- An understanding of how to segment and target a market
- How to develop a product policy
- How to select and manage channels of distribution
- The keys to marketing communications
- How to develop a logical and profitable pricing policy