

MKTG 4825 - Marketing Management

Fall 2026 Syllabus, Section 02, CRN 40075,

Credit hours: 3

Instructor

Doori Song

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Public Instructor Information

Instructor Title:

Professor (Dept of Management and Marketing)

Professional Qualification:

Ph.D., Mass Communication (Advertising), University of Florida

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Course Description

4825. Marketing Management. Comprehensive study of the management functions in marketing including organization, planning, research, merchandising, sales, advertising and promotion, marketing channels, and control related to corporate policies and objectives. Management practices covering recruiting, selection, training, equipping, compensating, and supervising. Prereq.: MKTG 3703, MKTG 3726, 2.5 GPA. Prereq. or Coreq.: MKTG 4815. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Optional	Marketing Management	Kotler, Keller, & Chernev	9780138076276

Required Case

Quest Nutrition: Growing the Nutritional Snacking Category by Wilson & Chartrand. Harvard Business Publishing *Link is provided on Blackboard Course Page

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assignments

Week of	Proposed Topic	Due/To Prepare for Class
8/24	Course Overview How Marketing Works? (1): Evolution of Marketing	Reading Assignment: (HBR) Beyond the 4Ps: A New Paradigm Emerges
8/31	How Marketing Works? (2): Marketing Mix Marketing Planning	Bio Form Due
9/7	Understanding Consumers	Reading Assignment: (HBR) Framework for Marketing Strategy Formation
9/14	Customer Experience and Value	
9/21	Test 1	
9/28	Competitive Analysis & SWOT Analysis	
10/5	STP Strategy	Reading Assignment: (HBR) Market Research, Analysis, and Segmentation



10/12	Understanding Consumer Behaviors	
10/19	Integrated Marketing Communications Concepts of Triple Media	
10/26	Brand Management	
11/2	Portfolio Analysis	Opinion Paper Due
11/9	Test 2	
11/16	Digital Media	
11/23	Distribution Channels	Individual Case Analysis Due
11/30	Test 3	
12/7	Make-up Test	

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.