

## (MKTG 4300) Marketing Strategy

### Course Description

This course expands students' knowledge of formulating and implementing marketing strategies for brands and organizations. The content will focus on the role of marketing activities in the business enterprise and their utilization to achieve a sustainable competitive advantage. Students will gain an understanding of the strategic challenges and opportunities created by the dynamic nature of markets. This course examines the critical marketing plan elements, the global implications of marketing, the major forces impacting marketing strategies, issues such as corporate responsibility, value propositions, the marketing mix, and other key analysis areas integral to the study of marketing. The opportunity for further study is established as awareness and understanding are gained, both in the role marketing has in business and its impact on society.

### Learning Objectives

By the end of this course, students will be able to:

- Analyze the role of ethics and social responsibility within marketing strategy development and implementation.
- Explain how the realities of today's economy influence the development of a marketing strategy.
- Synthesize marketing planning decisions in support of strategic planning.
- Implement marketing strategies using strategic marketing management tools.
- Use planning tools to build a sustainable competitive advantage.
- Develop a marketing plan utilizing marketing management analysis skills.

**Grade Scheme: Letter Grade**

**Minimum Pass: 50%**

**Credit Weight: 3 Credits**

#### Deliverables:

- Discussion Postings
- Written Assignments
- Team Project

\* Please note that this document is for marketing purposes and that the details of the course including grading, assessments and objectives may change or vary.

Grade	Grade Point Average (GPA)	Percentage
A+	4.3	90-100%
A	4.0	85-89%
A-	3.7	80-84%
B+	3.3	77-79%
B	3.0	73-76%
B-	2.7	70-72%
C+	2.3	65-69%
C	2.0	60-64%
C-	1.7	55-59%
D	1.3	50-54%
F	0.0	0-49%