

## Master of Business Administration (MBA 5035) Strategic Marketing Planning

### Course Description

This course focuses on the strategic marketing planning process and examines which leading-edge digital applications are most useful with respect to intelligence gathering, analysis, decision-making and/or implementation.

### Learning Objectives

The overarching course goal is to make a significant contribution to your ability to formulate and execute marketing strategies for your organization. And, this course will allow you to communicate more effectively with the individuals responsible for formulating and/or implementing marketing strategies allowing you a better perspective of the overall strategic direction of the organization.

#### Students will learn to:

- Discuss and apply the marketing planning process
- Compare and contrast marketing strategy from business strategy, marketing management, and marketing tactics (implementation)
- Delineate the differences of consumer marketing, industrial marketing, high-tech marketing, services marketing, and social media marketing
- Discuss marketing terms, analytical tools, and key decision elements
- Formulate marketing plans based on adequate intelligence and analysis
- Effectively collaborate with a virtual team to produce quality results

Grade Scheme: Letter Grade

Minimum Pass: 70%

Credit Weight: 4 Credits

#### Assessments:

- Discussions
- Assignments
- Team Project
- Class Participation

\* 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	98-100%
A	4.0	94-97%
A-	3.7	90-93%
B+	3.3	87-89%
B	3.0	84-86%
B-	2.7	80-83%
C+	2.3	76-79%
C	2.0	70-75%
F	0.0	0-69%