

Executive Master of Business Administration (EMBA 7035) Strategic Market Planning

Course Description

This course focuses on the strategic marketing planning process from the perspective of two key roles in the organization, i.e. the Chief Marketing Officer (CMO) and the Brand (or Product) Manager. Leaning heavily on external and internal analyses, we examine how these managers refine the company's long term go-to market strategy, comprising decisions about product/market portfolio, corporate and product-level brands and brand positioning, plus, for each product category, a carefully orchestrated suite of decisions concerning product design, go-to-market partnerships, pricing, promotion and integrated marketing communications.

Learning Objectives

Students who successfully complete this course will learn:

- To enhance your understanding of the marketing planning process
- To distinguish marketing strategy from business strategy, marketing management, and marketing tactics (implementation)
- To distinguish consumer marketing from industrial marketing, high-tech marketing, services marketing, and social marketing
- To enhance your understanding of marketing terms, analytical tools and key decision elements
- To enhance your ability to formulate marketing plans based on adequate intelligence and analysis
- To enhance your ability to communicate and defend these plans in front of your managers and/or colleagues
- To enhance your ability to implement these plans
- Effectively collaborate with a virtual team to produce quality results
- Translate idealized designs into action plans with prioritized system changes and recommended sequence
- Effectively collaborate with a virtual team to produce quality results

Grade Scheme: Letter Grade

Minimum Pass: 70%

Credit Weight: 3 Credits

Assessments:

- Threaded Discussions
- Critical Reflection Papers
- Final Assignment
- Team Projects
- Team Presentations

* 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%