

COURSE SYLLABUS

Department of Marketing

Course Number BA651

Title of Course: Strategic Marketing

I. Catalog Description and Credit Hours of Course

The advanced analysis of marketing case problems utilizing marketing and related business concepts and strategy. MBA Elective. (3 credit hours)

II. Prerequisite: Accepted in the MBA Program.

III. Purposes or Objectives of this Course

Upon completion of this course, the student should be able to:

- A. Identify and discuss with insight the domain of marketing, that is, key areas and issues of interest to marketers and marketing.
- B. For each key area and issue identified above, discuss with insight current marketing practice and literature.
- C. Find and use sources of marketing information.
- D. Within the domain of marketing, demonstrate enhanced problem solving skills.
- E. Demonstrate enhanced communications skills.

IV. Expectations of Students

- A. Students will complete assigned readings, prepare book review(s), read regularly the Wall Street Journal and/or other sources of information on current business practice, so as to be able to discuss with insight key areas and issues of interest to marketers and marketing.
- B. Under guidance of the instructor, students will seek out sources of marketing information and learn how to use them.
- C. Students will complete assigned case studies, so as to enhance their problem solving skills.
- D. Students will prepare and present book reviews, case analyses, and other assignments, so as to practice and enhance their oral and written communications skills.

V. Course Content Outline

- A. Introduction, Overview, and Background
 - 1. Overview
 - 2. External environment

3. Internal environment of the firm
 4. Individual consumers and their behaviors
 5. Business consumers and their behaviors
 6. Competition and competitors
- B. Key Task #1: Acquiring Customers 15
1. Segmentation, targeting, and positioning
 2. Product-related issues
 3. Pricing-related issues
 4. Distribution-related issues
 5. Promotion-related issues
- C. Key Task #2: Developing & Retaining Customers 15
1. Customer selection
 2. Relationship marketing
 3. Customer retention
 4. Managing customer value
 5. Customer satisfaction
 6. Turnaround strategies
 7. Marketing plans
- VI. Textbook(s) and/or Other Required Materials or Equipment
- A. Bagozzi, R., J. Rosa, K. Celly, and F. Coronel (1998), *Marketing Management*. Upper Saddle River, NJ: Prentice Hall.
 - B. Smith, D.K., Jr., (BA651) Coursepack (cases and readings).
- VII. Basis for Student Evaluation
- A. Quizzes and examinations (mid-term and final).
 - B. Written case analyses.
 - C. Oral and written book reports.
 - D. Class participation.
 - E. Other (guest speakers, field trips, computer assignments, other oral and/or written assignments).