Master Syllabus
(Generic Outline)

Administrative Unit: Business Administration Department, MBA Program

Course Prefix and Number: BUSI 544

Course Title: Marketing Strategy

Number of:  Credit Hours: 3  Lecture Hours: 3  Laboratory Hours: 0

Catalog Description: The course is organized around the marketing planning process to clearly delineate the relationship among marketing decisions. Marketing functions are examined through case analysis to successfully integrate all elements of the managerial process. The course presents concepts from a decision making perspective rather than from a descriptive point of view. This approach reflects our emphasis on the marketing decisions that students are most likely to confront in their careers. Additionally, because marketing managers are held accountable for profits as well as sales, budgetary considerations of marketing decisions will be discussed.

Prerequisite(s)/Corequisite(s): None.


Course Objectives:
- To understand the marketing functions.
- To understand how to use resources available to satisfy the needs of customers and generate adequate levels of return.
- To learn how the integration of strategy formulation, planning, programming, and budgeting are essential for world-class organizations.
- To foster a systematic approach to marketing decision making, using traditional and technological approaches.
- To increase knowledge of the field of marketing, and its contribution to organizations.
- To develop skills/perspectives relating to analytical approach; communication skills; critical thinking; decision making; problem solving; and use of computer software.
- To understand the issues pertinent to the development and implementation of marketing strategies in both domestic and global markets and for application within a range of industry sectors.

Measurable Learning Outcomes:
- Evaluate the role of marketing in creating global business strategies.
- Explain the relationship of the marketing plan to the company’s strategic plan and corporate objectives.
• Identify and discuss environmental forces which may impact marketing strategy.
• Identify and discuss the impact of consumer behavior on marketing strategy.
• Use market segmentation, targeting, and positioning strategies for effective marketing mixes for diverse target populations.
• Explain product development issues, the product life cycle, and be able to develop an effective product strategy.
• Evaluate pricing strategies and perceived value and discuss how price interacts with other marketing mix variables.
• Explain relationship marketing and explain how it can be used to develop effective marketing programs.
• Analyze market situations and develop plans for effective marketing strategies.

Topical Outline (major areas of coverage):

• Marketing in the 21st Century
• Market Oriented Strategic Planning
• Scanning the Marketing Environment
• Consumer Behavior
• Dealing with Competition
• Segmenting, Targeting, and Positioning
• Positioning and Differentiating over the Product Life Cycle
• Designing and Managing Services
• Designing Pricing Strategies and Programs

All business administration courses include a written and oral presentation component.

Recommended maximum class size for this course: 15

Library Resources: Online databases are available at http://www.ccis.edu/offices/library/resources.asp. You may access them from off-campus using your eServices login and password when prompted.

Prepared by: Roberta Uhrig

Date: September 21, 2005

NOTE: The intention of the master syllabus is to provide an outline of the contents of this course, as specified by the faculty of Columbia College, regardless of who teaches the course, when it is taught or where it is taught. Faculty members teaching this course for Columbia College are expected to facilitate learning pursuant to the course objectives and cover the subjects listed in the topical outline. However, instructors are also encouraged to cover additional topics of interest so long as those topics are relevant to the course’s subject. The master syllabus is, therefore, prescriptive in nature but also allows for a diversity of individual approaches to course material.