

DEVELOPING MARKETING STRATEGIES (M489)

CATALOG DESCRIPTION

Developing marketing strategies for products as well as services. Relies heavily on case analysis and group interaction. Students will finalize and present portfolio of projects and internships completed over the duration of marketing program.

Prerequisites: MKTG 351, 353, 370, 379

COURSE OBJECTIVES AND OUTCOMES

This is the capstone marketing class that uses case method of teaching, and is strictly applications oriented. Students learn to apply everything they have learned in earlier classes to make strategic marketing decisions; and tackle ethical, global, environmental, technological, and diversity issues, depending on the specifics of the case. Students also learn how to devise a detailed marketing plan. They also prepare a portfolio of projects and internships they have completed. Key outcomes include:

- Critical thinking—the ability to define goals and evaluate alternative courses of action
- Defining the market—the size of the market and the customers' needs
- Identifying the target market and understanding its buyer behavior
- Outlining the marketing mix (4 Ps) in accordance with the target market's preferences
- Financial analysis, including (at the very least) P&L statement and breakeven analysis.

HELPFUL ONLINE RESOURCES

Mckinsey Quarterly: You can access this at http://www.mckinsey.com/insights/mckinsey_quarterly. You can also subscribe to their newsletter. Additional content is available at <http://www.mckinsey.com/insights>.

Knowledge@Wharton: You can access this at <http://knowledge.wharton.upenn.edu/>. You can also subscribe to their newsletter.

Business and Marketing Plans: Available at <http://www.bplans.com/>. This site has useful resources needed for writing business plans; and also has free sample plans.

CONTACT

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