



**Marketing Strategies**  
MBA 530  
Southwestern College Professional Studies

**COURSE SYLLABUS**

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**I. Course Catalog Description**

Learners explore various marketing concepts of importance to managers, including product development and brand management, price determination, distribution strategy, and advertising/promotion management. Emphasis will be on strategic implications of these topics, rather than the theories themselves. Learners will be required to exhibit mastery of the topics through the development of a complete, case-based integrated marketing strategy.  
*Cross-Listed with MGMT 530.*

**II. Required and Supplementary Instructional Materials**

Keegan, W. J., & Green, M. C. (2015). *Global marketing* (8th ed.). Upper Saddle River, NJ: Prentice Hall.

**III. Learning Outcomes**

Learning outcomes describe the knowledge, skills, values, and attitudes that learners gain as the result of a particular learning experience. Southwestern College Professional Studies has learning outcomes specific to each course and each [undergraduate](#) and [graduate](#) program of study, as well as [institution-wide outcomes](#) related to the mission and vision of the college. Outcomes can help learners and instructors focus on the big picture of the learning experience and can help inform potential employers about a graduate's knowledge and skills.

Upon successfully completing this course, the learner will be able to:

1. Analyze the strengths, weaknesses, opportunities, and threats relevant to a global organization.
2. Present a critical evaluation of the results to situational and SWOT analyses.
3. Evaluate the viability of market opportunities based on marketing concepts and theories.
4. Critique the effectiveness of marketing goals and objectives.
5. Construct a comprehensive marketing plan for the purpose of maximizing an organization's potential for competitive advantage in the global market place.
6. Create key performance indicators, and evaluation and control procedures to analyze the effectiveness of a marketing plan.
7. Appraise the ethical implications for marketing a product, service, or business.

At the end of the course, learners may vary in their ability to achieve these outcomes. You are more likely to achieve these outcomes only if you attend class and/or online activities as required by the syllabus, complete the requirements for all assignments to the best of your ability, participate actively in class activities and group work as directed, and study diligently for exams.

**IV. Course Policies**

Students are expected to read and abide by the course policies located in the instructor-specific syllabus in the blackboard course.

V. Course Requirements:

Requirements	Number of Assignments	Points Possible	Percent of Grade
Discussions	12	180	18%
Essay	4	120	24%
Case Study Presentations	2	180	18%
Case Study Briefings	2	200	20%
Group Project	1	200	20%
<b>Total Points</b>		<b>1000</b>	<b>100%</b>

VI. Course at a Glance:

Unit	Reading & Preparation Activities	Graded Work Due
1	<ul style="list-style-type: none"> <li>Read Keegan &amp; Green chapters 2 - 5</li> <li>View the chapter powerpoints</li> <li>Read What do Trade Negotiators Negotiate About?</li> </ul>	<ul style="list-style-type: none"> <li>Unit 1 Essay</li> <li>Unit 1.1 Discussion</li> <li>Unit 1.2 Discussion</li> </ul>
2	<ul style="list-style-type: none"> <li>Read Keegan &amp; Green chapters 6 - 9</li> <li>View chapter powerpoints</li> <li>Read To be or Not to be in Social Media Arena as the Most Cost-Efficient Marketing Strategy After the Global Recession</li> </ul>	<ul style="list-style-type: none"> <li>Unit 2 Essay</li> <li>Unit 2.1 Discussion</li> <li>Unit 2.2 Discussion</li> </ul>
3	<ul style="list-style-type: none"> <li>Read Keegan &amp; Green chapters 10 &amp; 11</li> <li>View chapter powerpoints</li> <li>Read Competing with Gray Markets</li> </ul>	<ul style="list-style-type: none"> <li>Unit 3 Essay</li> <li>Unit 3.1 Discussion</li> <li>Unit 3.2 Discussion</li> </ul>
4	<ul style="list-style-type: none"> <li>Read Keegan &amp; Green chapters 12 - 14</li> <li>View chapter powerpoints</li> <li>Read Local vs. Global Social Couponing Sites</li> </ul>	<ul style="list-style-type: none"> <li>Unit 4 Essay</li> <li>Unit 4.1 Discussion</li> <li>Unit 4.2 Discussion</li> </ul>
5	<ul style="list-style-type: none"> <li>Read Keegan &amp; Green chapters 15 &amp; 16</li> <li>View chapter powerpoints</li> <li>Read Designing Marketing Strategy Using the Five Competitive Forces Model</li> <li>Read Harvard Business School Case Study – Ethiopia: An Emerging Market Opportunity</li> </ul>	<ul style="list-style-type: none"> <li>Unit 5 Case Study Brief</li> <li>Unit 5 Case Study Presentation</li> <li>Unit 5.1 Discussion</li> <li>Unit 5.2 Discussion</li> </ul>
6	<ul style="list-style-type: none"> <li>Read Keegan &amp; Green chapter 17</li> <li>View chapter powerpoint</li> <li>Read Nonfinancial Disclosure and Analyst Forecast Accuracy</li> <li>Read Harvard Business School Case Study – GlaxoSmithKline in China Part A, Part B and Part C</li> </ul>	<ul style="list-style-type: none"> <li>Unit 6 Case Study Brief</li> <li>Unit 6 Case Study Presentation</li> <li>Unit 6 Group Project</li> <li>Unit 6.1 Discussion</li> <li>Unit 6.2 Discussion</li> </ul>

VII. Other Policies and Requirements

Follow this link to the Southwestern College Professional Studies [Standard Syllabus](#) in Blackboard. You may be required to log in.