



Marketing Strategies
MBA 530 [all section]
Southwestern College Professional Studies

COURSE SYLLABUS

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. Course Delivery

There are two forms of course delivery Ground and Online:

Ground courses, or those that meet face-to-face on a weekly basis, also have an online component, which means some of the course content is delivered online. Southwestern College utilizes the Blackboard (Bb) learning management system.

Online courses typically contain a blend of synchronous (real-time) and asynchronous (not real-time) material. Depending on the course, you may be required at times to interact “live,” which might mean attending a scheduled Collaborate session. You may also be required to view or listen to a lecture or other video on a specific date and time. Of course, if there are circumstances that prohibit you from logging in to a scheduled synchronous activity, an alternate assignment will be provided. Please refer to the [Course at a Glance](#) section which will note any synchronous activities.

IV. 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.

V. Expectations

Learners can expect the instructor to:

- Respond to e-mail and phone contact attempts promptly (if you do not receive a response after 48 hours please follow-up as a technology glitch may have occurred)
- Substantially participate in weekly discussions/lecture
- Employ impartial and consistent grading practices
- Provide assignment grades and feedback in one week or less

Instructors can expect the learner to:

- Review the syllabus in its entirety requesting clarification prior to beginning week 1 coursework
- Obtain access to the required course materials prior to the class start date or notify the instructor of any delay no later than Tuesday of week 1 of the course
- Submit course assignment questions with enough notice to receive and incorporate feedback prior to the assignment due date (see [course late policy](#))
- Possess basic skills in Microsoft Office, and have the ability to access Blackboard
- Include the [course ID](#) (Ex: CORE101) on all e-mail correspondence
- Check Blackboard course announcements often during the course
- Communicate with instructors and classmates in a professional and respectful manner
- Substantially participate in weekly discussion/lecture (it is strongly suggested that Bb posts be prepared in a word processing software application then checked for grammar errors prior to submission)
- Submit assignments via the appropriate avenue (e.g. discussion board, Bb assignment link, etc.)
- Adhere to the Southwestern College [Student Code of Conduct](#) and [Standards of Academic Integrity](#)
- Create and submit original work

VI. Grading Scale and Criteria

<u>Grade</u>	<u>Quality Points</u>	<u>Course Scale</u>
A+	4.00	100%
A	4.00	94.0-99.9%
A-	3.67	90.0-93.9%
B+	3.33	87.0-89.9%
B	3.00	84.0-86.9%
B-	2.67	80.0-83.9%
C+	2.33	77.0-79.9%
C	2.00	74.0-76.9%
C-	1.67	70.0-73.9%
D+	1.33	67.0-69.9%
D	1.00	64.0-66.9%
D-	0.67	60.0-63.9%
F	0.00	< 60.0%

<u>Grade:</u>	<u>Criteria and Guidelines:</u>
A+	The grade of A+ is reserved for a perfect score (100%) of all work in a course.
A	Superior work: Superior performance that far exceeds the minimum expectations and demonstrates an excellent understanding of the concepts addressed in the course.
B	Above average work: Good performance that exceeds the minimum expectations and demonstrates a higher than average understanding of the concepts addressed in the course.
C	Average Work: Adequate performance that meets the minimal expectations and demonstrates a basic understanding of the concepts addressed in the course.
D	Minimally acceptable work for receiving credit: Below average performance that does not meet the minimum expectations and/or does not demonstrate a basic understanding of the concepts addressed in the course.
F	Failure: Unacceptable performance (in a professional context, this means “you’re fired.”)
WF	Withdraw/Fail: A final grade of WF will be recorded for learners who either never access/attend or submit any assignments for courses.
WD, AW, I, S, W, WM	Please refer to the Grading System section of the appropriate catalog.

VII. College Policies

Students are expected to read and abide by the college policies as listed in the appropriate catalog:

- [Undergraduate Catalog](#): For learners who do not possess a bachelor’s degree, are pursuing an additional bachelor’s degree or for graduate learners who are enrolled in 100-400 level courses.
- [Graduate Catalog](#): For learners who have earned a bachelor’s degree and are pursuing a master’s degree or graduate level certificate or learners who are enrolled in 500+ level courses.

[Non-Discrimination Policy](#)

[Student Code of Conduct](#)

[Academic Integrity Policy](#)

[Policies for Dealing with Violations of Academic Integrity](#)

[Incomplete Policy](#)

[Withdraw Policy](#)

VIII. Course Policies

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

IX. [Technology Requirements](#)

X. Citation

Check the Academic Resources link in the course menu of your Blackboard course to find the specific requirements and resources for formatting manuscripts and documenting various kinds of sources when submitting written work.

XI. SafeAssign®

This instructor may use SafeAssign®, which is a system that allows for checking the originality of writing and proper citing. Your assignments may be run through this software.

XII. 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%
Total Points		1000	100%

XIII. Course at a Glance:

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

XIV. College Resources

[Advising](#)

[Self-Service](#)

[Withdraw Form](#)

[Blackboard Learn](#)

[SCPS Bookstore](#)

[Deets Library](#)

[Online Writing Center](#): View this brief [video tutorial](#) that explains how to enroll in Blackboard

IT Support: Marilyn.clements@sckans.edu or 888-684-5335 x.121

XV. ADA Compliance Statement

Southwestern College Professional Studies is committed to making reasonable accommodations for qualified students with documented disabilities. If you have a disability that may impact your learning and

for which you may need accommodations, please notify the Director of Learner Support and Academic Success, at 888.684.5335.

XVI. Senior Capstone and Graduate Projects:

The majority of the programs offered by Southwestern College Professional Studies conclude with a Senior Capstone or Graduate Project. During the Capstone or Project course students will be required to retrieve papers, assignments and projects that they created during their entire program of study. For this reason it is imperative that students design a method of storing program course work for use during their final class at Southwestern College Professional Studies.