

MKT 475 – Strategic Marketing

Course Description

This course focuses on the strategic elements of marketing that organizations need to effectively compete in today's business environment. Tools will be presented for use with gathering and analyzing marketing data, decision making, and implementation. The advances in technology will also be explored as well as the related impact on the marketing environment, competitiveness, and customer information.

Instructional Materials

Cravens, D. W., & Piercy, N. F. (2013). *Strategic marketing* (10th ed.). New York, NY: McGraw-Hill.

Course Learning Outcomes

1. Explain the concept of strategic marketing.
2. Analyze markets, segments, and customer value to determine the best marketing strategy.
3. Analyze market-driven strategies as they relate to specific situations.
4. Analyze the parts of a market-driven program development.
5. Identify the factors and issues that influence global market-driven organizations.
6. Explain the implementation and management of market-driven strategies.
7. Evaluate the importance of value chain strategies to the marketing channel.
8. Analyze pricing objectives, price sensitivity, strategies, policy, and structure to determine the best pricing strategy.
9. Analyze the selling functions used by organizations to increase buyer response from marketing strategies.
10. Use technology and information resources to research issues in strategic marketing.
11. Write clearly and concisely about strategic marketing using proper writing mechanics.