

MBA 529 : Marketing Strategy

This upper-level marketing course is one of the capstones for MBA Digital Marketing students. It builds on the “first principles” of marketing strategy approach which unites concepts discussed in previous marketing courses and concentrates on the development and application of value-enhancing strategies. More precisely, it argues that marketing strategies should be designed considering four principles: All customers are different, all customers change, competitors will react to a firm’s strategic changes, and every firm must allocate their budget to implement efficient and effective strategies. Students will learn the components and construction of a strategic marketing plan and gain considerable experience in making complex marketing decisions.

Grad Scheme

Letter

Credits 3

Prerequisite Courses

MBA 512