I. Catalog Description:
Develops the role of product, pricing, promotion, and channel and physical distribution in the development of a firm’s integrated marketing program. Cases are used to evaluate and compose alternative courses of action.

II. Prerequisites: None

III. Expanded Course Description:

IV. This course will provide frameworks and tools to solve strategic-level marketing problems. Taking the perspective of a senior marketing executive, the class will focus on marketing strategy design, implementation, and evaluation. The focus will therefore go beyond marketing tactics for a single product or service offering. Instead, it will examine the strategic-level management of a firm’s marketing resources and capabilities in order to maximize long-run customer value and to generate the greatest financial return for the firm.

A. VALUE and HONOR the ethical considerations faced in strategic marketing.
B. KNOW the importance of the Internet as strategic marketing tool.
C. UNDERSTAND the marketing decision analysis and its tools
D. DEMONSTRATE the ability to:
   ● Use written communication
   ● Use oral communication
   ● Integrate technology into marketing management
E. RECOGNIZE the role of strategic planning in marketing management.
At the conclusion of the course the student will:
Be able to communicate with professional marketing strategists about planning needs, and be able to become a useful member of a marketing team.

V. Unless otherwise stipulated in this master syllabus by the department, the following items are subject to faculty discretion as described in each faculty member’s individual course outline/syllabus:

a) Course Requirements
b) Required Text(s)
c) Bibliography

VI. Academic Honesty: Cheating, plagiarism (submitting another person’s materials or ideas as one’s own), or doing work for another person who will receive academic credit are all-impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure or give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged material as if it were the student’s own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.

VII. Students With Disabilities Policy: It is the policy of Tarleton State University to comply with the Americans with Disabilities Act (ADA) and other federal, state, and local laws relative to the provision of disability services. Students with disabilities attending Tarleton State University may contact the Office of Disability Services at (254) 968-9478 to request appropriate accommodation. Furthermore, formal accommodation requests cannot be made until the student has been officially admitted to Tarleton State University.

Department Head Signature/Date:
__________________________________________  ____/_____/______
Signature                        Date