

MBA 602
Strategy and Marketing
[Semester/Year]
[Class location]
[Class Meeting time(s)]

Instructor: [Name] [Office, e-mail, phone]

Office Hours: [scheduled + by appointment? Virtual Office Hours?]

I. Rationale/Purpose

The Master of Business Administration (MBA) is an integrative, interdisciplinary degree designed to create independent, lifelong learners who are *Business-Ready* to assume leadership positions.

The AACSB accredits Colleges of Business, including Western Carolina University. This course addresses two of three AACSB standards associated with Master of Business Administration Programs. MBA graduates:

1. Will have the ability to apply knowledge in new and unfamiliar circumstances through conceptual understanding of strategic planning and marketing.
2. Will have the capacity to adapt and innovate to solve problems, to cope with unforeseen events, and to manage in unpredictable environments.

The MBA program has developed an Assurance of Learning Program that facilitates ongoing quality enhancement. This course shares responsibility for the achievement of four programmatic goals. MBA graduates will:

1. Have a solid foundation of knowledge of strategy and marketing terms and concepts.
2. Be effective oral and written communicators.
3. Be able to analyze the contributions from strategic planning and marketing that are necessary to assemble an overall image of the potential for a business concept.
4. Be able to use analytical tools to improve the evaluation of alternatives and subsequent judgment.

II. Course Aims and Objectives:

Aims: This course will provide students with a basic understand of the roles of strategy and marketing in business organizations. The emphasis of the course will be on value creation.

By the end of the course, students will:

1. Be able to describe a model for the analysis of business problems.
2. Be able to identify and categorize major macro environmental trends.
3. Be able to describe the impact of major environmental trends on different industries and businesses.
4. Be able to describe the major components of market structure. These include the nature of competition, the value chain, and the product life cycle.
5. Be able to describe the major components of organizational and consumer buyer behavior. These include process models of buyer behavior and influences on buyer behavior.
6. Be able to analyze environmental trends, market structure and buyer behavior and evaluate the attractiveness of a market, describe the fundamental methods of competition in the market, and identify potential customer segments.
7. Be able to develop a positioning strategy for an organization.
8. Be able to analyze income statements and balance sheets for an organization and relate those reports to the organizations performance and value.
9. Identify and describe information conveyed by the four financial statements (S&M1).
10. Compute and interpret measures of liquidity and solvency.
11. Explain revenue recognition criteria and identify transactions that merit special concern.
12. Describe accounting for accounts receivable and the importance of the allowance for uncollectible accounts in determining profits.
13. Explain how credit ratings are determined and identify their effect on the cost of debt.
14. Explain and illustrate the forecasting of financial statements.
15. Apply cost-volume-profit analysis to find a break-even point and for preliminary profit planning.
16. Describe and implement basic approaches to budgeting.
17. Distinguish between economic and cost-based approaches to pricing.

III. Course Materials

Sample Textbooks:

Marketing Strategy: A Decision Focused Approach, 6th Edition

Orville C Walker, UNIV OF MINNESOTA-MINNEAPOLIS

John Mullins, University of Denver

Harper W Boyd, Jr.

Softcover, 368 pages

©2008, ISBN-13 9780073529899

MHID 0073529893

Strategic Marketing Management Cases w/Excel Spreadsheets, 7th Edition

David W. Cravens, TEXAS CHRISTIAN UNIV

Charles W. Lamb, TEXAS CHRISTIAN UNIV

Victoria L Crittenden, BOSTON COLLEGE

Softcover with CDROM

©2002, ISBN-13 9780072514827

MHID 0072514825

IV. Faculty Expectations of Students/Course Policies

- Statement on Accommodations for students with disabilities:

Western Carolina University is committed to providing equal educational opportunities for students with documented disabilities. Students who require disability services or reasonable accommodations must identify themselves as having a disability and provide current diagnostic documentation to Disability Services. All information is confidential. Please contact Disability Services for more information at (828) 227-2716 or 144 Killian Annex.

- Statement on Academic Integrity (including plagiarism):

Academic Honesty Policy

Western Carolina University, as a community of scholarship, is also a community of honor. Faculty, staff, administrators, and students work together to achieve the highest standards of honesty and integrity. Academic dishonesty is a serious offense at Western Carolina University because it threatens the quality of scholarship and defrauds those who depend on knowledge and integrity. Academic dishonesty includes:

a. **Cheating**—Intentionally using or attempting to use unauthorized materials, information, or study aids in any academic exercise.

b. **Fabrication**—Intentional falsification of information or citation in an academic exercise.

c. **Plagiarism**—Intentionally or knowingly representing the words or ideas of someone else as one's own in an academic exercise.

d. **Facilitation of Academic Dishonesty**—Intentionally or knowingly helping or attempting to help someone else to commit an act of academic dishonesty, such as knowingly allowing another to copy information during an examination or other academic exercise.

Instructors have the right to determine the appropriate sanction or sanctions for academic dishonesty within their courses up to and including a final grade of "F" in the course. Within 5 calendar days of the event the instructor will inform his/her department head, and the Associate Dean of the Graduate School when the student is a graduate student, in writing of the academic dishonesty charge and sanction.

Please refer to the graduate catalog for specific procedures.

- Attendance Policy

Students are expected to attend all classes. Group meetings and meetings with outside organizations may also be necessary. other programs

V. Grading Procedures:

	<i>Percentage of Grade Or number of points</i>	<i>Student's score</i>
Mid-Term Examination	[20%]	
Applied Project	[20%]	
Group Activities	[20%]	
Participation/Daily Quizzes	[20%]	
Final Examination	[20%]	
	100%	

Letter grades will be assigned according to the following:

Grading System

The grades which may be assigned to graduate credit courses are as follows:

Grade	Interpretation	Quality Points Per Hour	Grade	Interpretation	Quality Points Per Hour
A	Superior	4	W	Withdrawal	-
B	Good	3	AU	Audit	-
C	Passing	2	IP	Grade Pending	-
F	Failure	0	S	Satisfactory	0
I	Incomplete	-	U	Unsatisfactory	0

VIII. Tentative Course Schedule