

**College of Micronesia-FSM  
Course Outline**

**GENERAL INFORMATION:**

<b>Course number and title:</b> BA370 Marketing Strategy		
<b>Campus:</b> National	<b>Initiator:</b> George Mangonon and Marlene Mangonon	<b>Date Initiated:</b> June 1, 2021
<b>Course description:</b>  The course builds on the marketing concepts and theories acquired from the introductory principles of the marketing course. It will focus on strategic marketing analysis and planning at both the corporate and Strategic Business Unit (SBU) levels, and equip the student with tools that can be used for decision-making. The student will prepare and present a marketing strategic plan as a final project.		

**COURSE HOURS/CREDITS:**

	Hours per Week		No. of Weeks		Total Hours		Semester Credits
Lecture	3	x	16	x	48	=	3
Laboratory		x		x		=	
Workshop		x		x		=	
			Total Semester		Credits		3

**PURPOSE OF COURSE:**

- Degree requirement
- Degree elective
- Certificate
- Other

**PREREQUISITES:**

BA270 Principles of Marketing

**PSLOs OF OTHER PROGRAMS THIS COURSE MEETS:**

PSLO#	Program
None	

CC Chair signature:  Date recommended: Jan 12, 2024

VPIA signature:  Date approved: January 30, 2024

**1) INSTITUTIONAL STUDENT LEARNING OUTCOMES (Check all that apply)**

<input checked="" type="checkbox"/>	1. <b>Effective oral communication:</b> capacity to deliver prepared, purposeful presentations designed to increase knowledge, to foster understanding, or to promote change in the listeners' attitudes, values, beliefs, or behaviors.
<input checked="" type="checkbox"/>	2. <b>Effective written communication:</b> development and expression of ideas in writing through work in many genres and styles, utilizing different writing technologies, and mixing texts, data, and images through iterative experiences across the curriculum.
<input type="checkbox"/>	3. <b>Critical thinking:</b> a habit of mind characterized by the comprehensive exploration of issues, ideas, artifacts, and events before accepting or formulating an opinion or conclusion.
<input checked="" type="checkbox"/>	4. <b>Problem solving:</b> capacity to design, evaluate, and implement a strategy to answer an open-ended question or achieve a desired goal.
<input checked="" type="checkbox"/>	5. <b>Intercultural knowledge and competence:</b> a set of cognitive, affective, and behavioral skills and characteristics that support effective and appropriate interaction in a variety of cultural contexts.
<input checked="" type="checkbox"/>	6. <b>Information literacy:</b> the ability to know when there is a need for information, to be able to identify, locate, evaluate, and effectively and responsibly use and share that information for the problem at hand.
<input checked="" type="checkbox"/>	7. <b>Foundations and skills for life-long learning:</b> purposeful learning activity, undertaken on an ongoing basis with the aim of improving knowledge, skills, and competence.
<input type="checkbox"/>	8. <b>Quantitative Reasoning:</b> ability to reason and solve quantitative problems from a wide array of authentic contexts and everyday life situations; comprehends and can create sophisticated arguments supported by quantitative evidence and can clearly communicate those arguments in a variety of formats.

**2) PROGRAM STUDENT LEARNING OUTCOMES (PSLOs): The student will be able to:**

1. Apply skills concepts and techniques in main functional areas of business and accounting;
2. Interpret and use quantitative techniques in solving business problems and decision-making using technological tools;
3. Develop and apply effective intercultural oral and written communication skills appropriate for business; and
4. Recognize and assess basic legal, environmental, and ethical challenges confronting businesses in general.

**4) COURSE STUDENT LEARNING OUTCOMES (CSLOs) (Specific): The student will be able to:**

1. Evaluate the concepts and components of contemporary marketing to formulate a strategic marketing plan for a business unit;
2. Develop components of an integrated marketing strategy; and
3. Prepare a marketing plan for a local small business using the developed marketing strategy.

<b>CSLO (General) 1: Evaluate the concepts and components of contemporary marketing to formulate a strategic marketing plan for a business unit.</b>			
Student Learning Outcome (specific)	ISLO	PSLO	Assessment Strategies
1.1. Determine marketing challenges and opportunities in the local setting.	4, 6, 7	1	The student will complete a written assignment rated with a rubric focused on determining the marketing challenges and opportunities in the local setting.
1.2. Determine components and processes involved in developing a marketing strategy.	4, 6, 7	1	The student will complete a written assignment rated with a rubric focused on determining the components and processes involved in developing a marketing strategy.
1.3. Choose a small business that would reflect the good assessment of the local challenges and opportunities and appropriate marketing strategy.	4, 6, 7	1	The student will complete a written assignment rated with a rubric focused on choosing a small business that would reflect the good assessment of the local challenges and opportunities and appropriate marketing strategy.
<b>CSLO (General) 2: Develop components of an integrated marketing strategy.</b>			
Student Learning Outcomes (specific)	ISLO	PSLO	Assessment Strategies
2.1. Formulate vision, mission, goals, and objectives statements as bases of a marketing strategy.	4, 6, 7	1	The student will complete a project rated with a rubric focused on formulating vision, mission, goals, and objectives statements as bases of a marketing strategy.

2.2. Implement effective data collection and analysis to support the marketing strategy.	4, 6, 7	1	The student will complete a project rated with a rubric focused on implementing effective data collection and analysis to support the marketing strategy.
2.3. Incorporate into the marketing strategy the major elements and processes of marketing.	4, 6, 7	1	The student will complete a project rated with a rubric focused on incorporating into the marketing strategy the major elements and processes of marketing.
<b>CSLO (General) 3: Prepare a marketing plan for a local small business using the developed marketing strategy.</b>			
Student Learning Outcomes (specific)	ISLO	PSLO	Assessment Strategies
3.1. Write the components of a marketing plan.	2, 5, 6, 7	3	The student will complete a project rated with a rubric that will require writing the components of a marketing plan.
3.2. Present a marketing plan.	1*, 5, 6, 7	3	The student will complete a project rated with a rubric that will require presenting a marketing plan.

## 5) COURSE CONTENT:

- Strategic Marketing
- Marketing Environment
- Marketing Research
- Segmentation and Target Markets
- Product Strategy
- Pricing Strategy
- Distribution Strategy
- Promotion Strategy
- Product branding and positioning

## 6) METHOD(S) OF INSTRUCTION:

- Lecture                       Cooperative learning groups  
 Laboratory                       In-class exercises  
 Audio visual                       Demonstrations  
 Other –Learning Management System

## 7) REQUIRED TEXT(S) AND COURSE MATERIALS:

- Book title: O. C. Ferrell; Michael Hartline; Bryan W. Hochstein. *Marketing Strategy*. 8th Ed. Cengage Learning, 2020 (or most recent edition)
- Digital resources: Cengage MindTap Learning Management System(LMS)
- Computer with internet access

**8) REFERENCE MATERIALS:**

None

**9) INSTRUCTIONAL COSTS:**

None

**10) EVALUATION:**

Summative evaluation is accomplished by having the student complete the examinations and final project (marketing plan).

The student will need at least a grade of “C” to pass the course.

**11) CREDIT BY EXAMINATION:**

None