This course was designed to offer a strategic perspective to developing, implementing, and reviewing marketing strategy. The approach to the class was from the perspective of a strategic marketing consultant. We were asked to take on the role of “marketing strategist” reviewing companies’ design, implementation, and modification of marketing strategies.

COURSE OBJECTIVE

(1) gain a deep and detailed understanding of how marketers create value and contribute to the financial growth of the firm,  
(2) taught tools and frameworks to develop compelling marketing plans,

(3) (3) develop a mindset that judiciously combines creativity with critical thinking.