



BAKER COLLEGE
STUDENT LEARNING OUTCOMES
MKT 4310 Marketing Strategy and Design
3 Semester Hours

Student Learning Outcomes and Enabling Objectives

1. Design an integrated marketing plan using strategic thinking, marketing analytics and ethical considerations.
 - a. Predict the future potentials and trends.
 - b. Align the marketing strategy to the overall corporate strategy.
 - c. Select appropriate strategic marketing tools (SWOT, BCG, Break-even analysis, etc.).
 - d. Analyze the value-stream in terms of the strategic marketing plan.
 - e. Assess big data for use in decision making and planning.

2. Evaluate the target market for the integrated strategic marketing plan.
 - a. Utilize psychographics, demographics, and significant consumer trends to characterize the target market.
 - b. Assess the scope of the market and the growth potential.
 - c. Identify the consumer buying behavior.

3. Assess the external environment in terms of the integrated strategic marketing plan.
 - a. Conduct a competitive analysis.
 - b. Distinguish the legal, ethical, privacy, and political issues related to the integrated strategic marketing plan.
 - c. Analyze the technological, social, and economic factors that could potentially impact the integrated strategic marketing plan.
 - d. Differentiate between publicly traded and privately held businesses, and identify the impact of this on marketing strategies

4. Assess the internal environment in terms of the integrated strategic marketing plan.
 - a. Analyze the product attributes and development.
 - b. Examine the distribution, promotion, and pricing of the product.

Big Ideas and Essential Questions

Big Ideas

- Target Market
- Marketing Analytics
- Strategic Thinking
- External Environment Analysis
- Internal Environment Analysis

Essential Questions

1. What is a strategic marketing plan?
2. How do you use consumer behavior information strategically?
3. How does an understanding of the consumer behavior of your target market impact your strategic decision-making?
4. What is the potential strategic managerial impact of digital communications on your brand?
5. How can we strategically use data to make sound marketing decisions?
6. How do I know which strategic marketing tools to use?

These SLOs are not approved for experiential credit.

Effective: Spring 2021