

# EMBA 227: STRATEGIC MARKETING MANAGEMENT

## In Workflow

1. CBA College Committee Chair (jlee@csus.edu)
2. CBA Dean (mikhaili@csus.edu)
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5. Writing and Reading Subcommittee Chair (Writing%20and%20Reading%20Subcommittee%20Chair@csus.edu)
6. Grad Studies Policies Committee Chair (anne.lindsay@csus.edu)
7. Dean of Undergraduate (james.german@csus.edu;%20celena.showers@csus.edu)
8. Dean of Graduate (cnewsome@skymail.csus.edu)
9. Catalog Editor (torsetj@csus.edu)
10. Registrar's Office (w lindsey@csus.edu)
11. PeopleSoft (PeopleSoft@csus.edu)

## Approval Path

1. Thu, 01 Oct 2020 01:16:02 GMT  
Janett Torset (torsetj): Rollback to Initiator
2. Fri, 23 Oct 2020 17:46:54 GMT  
Andrey Mikhailitchenko (mikhaili): Approved for CBA College Committee Chair
3. Fri, 23 Oct 2020 17:53:39 GMT  
Andrey Mikhailitchenko (mikhaili): Approved for CBA Dean

Date Submitted: Fri, 23 Oct 2020 17:34:55 GMT

## Viewing: EMBA 227 : Strategic Marketing Management

Last edit: Fri, 23 Oct 2020 17:34:54 GMT

Changes proposed by: Jesse Catlin (102052780)

### Contact(s):

Name (First Last)	Email	Phone 999-999-9999
Jesse Catlin	jesse.catlin@csus.edu	916-278-7149

### Catalog Title:

Strategic Marketing Management

### Class Schedule Title:

Strategic Marketing Mgmt

### Academic Group: (College)

CBA - Business Administration

### Academic Organization: (Department)

Business Administration

### Will this course be offered through the College of Continuing Education (CCE)?

Yes

### Please specify:

CCE Only

### Catalog Year Effective:

Fall 2021 (2021/2022 Catalog)

### Subject Area: (prefix)

EMBA - Executive Masters in Business Administration

### Catalog Number: (course number)

227

**Course ID: (For administrative use only.)**

127711

**Units:**

3

**In what term(s) will this course typically be offered?**

Fall, Spring

**Does this course require a room for its final exam?**

Yes, final exam requires a room

**Does this course replace an existing experimental course?**

No

**This course complies with the credit hour policy:**

Yes

**Justification for course proposal:**

Updating to satisfy Graduate Writing Intensive requirement.

**Course Description: (Not to exceed 80 words and language should conform to catalog copy.)**

Presents how modern marketing principles can be applied to real-world situations. The emphasis will be on studying strategies used by organizations in today's highly competitive and evolving marketplace. Case studies will be utilized to fully develop techniques for creating marketing programs given varying levels of resources and information available under diverse market conditions.

**Are one or more field trips required with this course?**

No

**Fee Course?**

No

**Is this course designated as Service Learning?**

No

**Does this course require safety training?**

No

**Does this course require personal protective equipment (PPE)?**

No

**Does this course have prerequisites?**

Yes

**Prerequisite:**

Completion of EMBA 210.

**Prerequisites Enforced at Registration?**

No

**Does this course have corequisites?**

No

**Graded:**

Letter

**Approval required for enrollment?**

No Approval Required

**Course Component(s) and Classification(s):**

Seminar

**Seminar Classification**

CS#05 - Seminar (K-factor=1 WTU per unit)

**Seminar Units**

3

**Is this a paired course?**

No

**Is this course crosslisted?**

No

**Can this course be repeated for credit?**

No

**Can the course be taken for credit more than once during the same term?**

No

**Description of the Expected Learning Outcomes: Describe outcomes using the following format: 'Students will be able to: 1), 2), etc.'**

Course Learning Outcomes: At the end of this course, students should be able to:

- A. Identify, evaluate, and quantify customer needs in order to determine if a market opportunity exists.
- B. Appraise complex business situations and analyze tradeoffs and uncertainties through intelligent use of marketing concepts and theories.
- C. Identify the key success factors, necessary resources, and alternative approaches for pursuing a market opportunity.
- D. Recommend a marketing strategy and next-step actions for pursuing an opportunity.
- E. Forecast the likely payoffs from pursuing the recommended strategy.
- F. Evaluate the indirect and direct effects of recommended actions on stakeholders.

Graduate Writing Intensive Learning Goals: This course is also designated as Graduate Writing Intensive (GWI). By the end of the course, students will:

- A. Understand the major research and/or professional conventions, practices, and methods of inquiry of the discipline.
- B. Understand the major formats, genres, and styles of writing used in the discipline;
- C. Practice reading and writing within the discipline.
- D. Practice reading and writing as a learning process that involves peer and instructor feedback, revision, critical reflection, and self-editing.

**Attach a list of the required/recommended course readings and activities:**

EMBA 227 Sample Reading List.docx

**Assessment Strategies: A description of the assessment strategies (e.g., portfolios, examinations, performances, pre-and post-tests, conferences with students, student papers) which will be used by the instructor to determine the extent to which students have achieved the learning outcomes noted above.**

Strategies include (but are not limited to): student papers, class discussions, and presentations.

**Is this course required in a degree program (major, minor, graduate degree, certificate?)**

Yes

**Has a corresponding Program Change been submitted to Workflow?**

No

**Identify the program(s) in which this course is required:****Programs:**

MBA for Executives EMBA

**Does the proposed change or addition cause a significant increase in the use of College or University resources (lab room, computer)?**

No

**Will there be any departments affected by this proposed course?**

No

I/we as the author(s) of this course proposal agree to provide a new or updated accessibility checklist to the Dean's office prior to the semester when this course is taught utilizing the changes proposed here.

I/we agree

## University Learning Goals

### Graduate (Masters) Learning Goals:

Critical thinking/analysis  
Communication  
Information literacy  
Disciplinary knowledge  
Intercultural/Global perspectives  
Professionalism

**Is this course required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?**

No

**Is this a Graduate Writing Intensive (GWI) course?**

Yes

**Please attach the GWI Course Approval Request form:**

GW I form for EMBA 227.doc

**Please attach any additional files not requested above:**

Marketing Plan Project Instructions & Outline (GWI).pdf  
Marketing Turnaround Case Report (GWI).pdf  
Case Write-Up Instructions.pdf  
EMBA 227 Sample Syllabus.pdf

**Reviewer Comments:**

**Janett Torset (torsetj) (Thu, 01 Oct 2020 01:16:02 GMT):** Rollback: Rolled back at author's request

Key: 1784