

# STOPPLER HUGHES

## **COURSE: Strategic Management**

**DELIVERABLE:** Certificate Program

**DESCRIPTION:** Students learn how to integrate and manage market information in complex and dynamic environments. Taking advantage of the latest marketing research results, students address marketing challenges and develop marketing strategies for evolving conditions. Students work on specific marketing cases to integrate the marketing strategy with the overall organizational strategy.

**COURSE LEARNING** Upon completion of this course, the student will be able to ...

**OUTCOMES:**

- Assess and critique contemporary marketing strategy issues.
- Integrate research on challenging contemporary marketing issues into practice.
- Propose alternative solutions to practical marketing challenges.
- Analyze the role of customer-focused marketing capabilities, customer experience and customer engagement in the organizations' marketing strategies.
- Assess the implications of new technology and opportunities arising from a dynamic market place for organizations' marketing strategies.
- Compare and contrast different models of brand management and assess the branding strategy of a company competing in a dynamic marketplace

**HOURS:** 32

**INSTRUCTOR:** Dr. Darryl Moore

**CONTACT**

**INFORMATION:** Phone: 780.266.3712  
Email: Darryl@stopplerhughes.com

**CONTACT:** Group Sessions, TEAMS, Hangouts

**REQUIRED TEXT** Aaker, D.A., (2014), *Strategic marketing management, 10<sup>th</sup> Edition*, John Wiley & Sons, Hoboken, NJ.

**AND MATERIALS:** Reading as provided

**LEARNING STRATEGIES:** Participation is part of the learning process and students are expected to present their opinions, argue for or against issues, and/or discuss the current work environment. From time to time, students are given brief assignments or asked to have group discussions to be completed in class.

**SESSION SCHEDULE:**

**Note:** This schedule is intended as a guide only and may be altered as circumstances require.

<b>WEEK</b>	<b>DATES</b>	<b>TOPICS</b>	<b>ACTIVITIES/ DUE DATES</b>
Week 1		What Is a Business Strategy?	Class Learning
Week 2		Strategic Analysis	Class Learning
Week 3		Competitor Analysis	Class Learning
Week 4		Market/Submarket Analysis	Group Work

**Participation:** This course will be extremely active, very much co-created between the participant and facilitator. You can read the tentatively weekly schedule for all activities that will be counted as participation.

**Cost:** \$3,200/participant (Group size minimum of 5 participants)