# FALL 2023: MKT 370 W Marketing Policies

# Professor Raji Srinivasan

# Course Description

The focus of this capstone course is the wrapping together all of the marketing skills that have been learnt in the undergraduate marketing program. Specifically, this course is designed to take what you have learned in earlier courses and apply this to solving real-world business problems.

A company’s business strategy, in general, and marketing strategy, in particular represent sustainable sources of competitive advantage. Strategic decisions, unlike tactical decisions, have long term effects and are costly to change once implemented. Through a combination of interactive lectures and cases, you will learn the drivers of a successful strategy and why a given strategy may fail.

While, both creative qualitative and analytical quantitative approaches are considered, this course emphasizes quantitative techniques for analyzing business problems and developing measurable recommendations for action and communicating them to colleagues. The course emphasizes business communications skills through written case assignments, a midterm exam, and a group presentation (and group project report).

### What will I learn?

* Integration and Application of Marketing Concepts and Analytic Tools
* Writing Marketing Plans and Proposal with Analysis of Marketing Data
* Presenting Marketing Plans and Proposals

PREREQUISITES

Ninety semester hours of college coursework, including Marketing 337 or 337H; credit or registration for either Marketing 360 or 460, and one of the following: Accounting 353J, 366P, Business Administration 353, 353H, Finance 353, 366P, Management 347P, 353, 366P,367P, 369P, Management Information Systems 353, 366P, Marketing 353, 366P, Operations Management 353, or 366P; and three additional semester hours of elective coursework in marketing.

May be counted toward the writing flag requirement. May be counted toward the independent inquiry flag requirement.

Contact Professor Raji Srinivasan at [Raji.Srinivasan@mccombs.utexas.edu](mailto:Raji.Srinivasan@mccombs.utexas.edu) for more information.