

EM-BAS 455 : Business Launch 2 - Marketing Capstone

Credits 5

Quarter Offered Spring

The Marketing Capstone will give students the opportunity to develop a comprehensive marketing plan. This class will facilitate preparing and developing an integrated marketing strategy to enhance an existing business plan or develop a new growth strategy going forward, applying their learning from previous courses. Students will develop and complete written projects, which clearly and concisely outline recommended actions and contributing factors related to a marketing development strategy. This class may include students from multiple sections.

Must be seeking a Bachelor of Applied Science in Management degree to enroll. If interested, visit pencol.edu/bas

Prerequisites

Entrepreneurship/Marketing Management BAS Program Admittance; Completion of [EM-BAS 311](#) and [EM-BAS 420](#)

Course Outcomes

Develop a strategic marketing plan and justify its anticipated success in a chosen field or service.

Forecast sales goals and identify competitive advantages for a specific business industry.

Demonstrate the practical application of team dynamics.

Describe the role that marketing plays in relation to business development, talent acquisition and production capabilities.

Research and interview marketing professionals and identify successful campaigns and potential career pathways.

Articulate how to build both a personal and company brand.

Effectively use social media platforms to expand professional networks.

Demonstrate understanding of diverse cultural perspectives within marketing practices.

Evaluate current tools and platforms for implementation of the strategic marketing plan.

Synthesize material from the core curriculum within the BAS program into a comprehensive marketing strategy and plan of action.