

# Course Description – Curriculum 2018

**Subject:** MK412 Marketing Management Capstone

**Credits:** 3

**Prerequisite:** Marketing major, forth-year student status and MK312

**Description:** This capstone marketing course takes a holistic view of marketing strategy. It provides students with the understanding of the inter-connectedness nature of all marketing elements. Students are expected to link different marketing concepts and theories and combine them into one coherent unified marketing strategy for a firm through the use of a comprehensive consumer journey framework as the core analysis tool, students should be able to develop meaningful marketing strategies throughout the whole consumer journey to deliver superior offerings to the market while capture a sustainable value for the firm.