

CALIFORNIA STATE UNIVERSITY, NORTHRIDGE

Strategic Analysis for Marketing Graduate Education

A graduate project submitted in partial fulfillment of the requirements

For the degree of Master of Business Administration

By

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Abstract

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This report presents the strategic issues facing the client in relation to marketing graduate level programs at a university. As part of a team of four, we primarily used the university's websites, data repositories, and interviews with various stakeholders involved in the marketing process as it existed to understand the current situation. We analyzed the information we gathered to identify the four most key strategic issues as it related to the client. We utilized analytical tools such as Porter's Five Forces, S.W.O.T. analysis, and situational analysis. In conclusion, we formulated three alternative strategies for our client where we recommended the client pursue only one. The recommended alternative was designed to best address the key strategic issues identified. The findings and recommendations are proprietary to the client and shall remain confidential.