

**WILMINGTON UNIVERSITY  
COLLEGE OF BUSINESS  
BASIC COURSE INFORMATION**

**COURSE TITLE:** Thesis

**COURSE NUMBER:** MBA 8799

**I. COURSE OBJECTIVES:**

This thesis will integrate and apply all previous MBA course work to the management of the firm at the corporate policy and strategic planning level of the firm. This will be done through an independent study and 5-6 meetings with a faculty advisor. At the completion of this course, the student will submit a comprehensive analysis in APA format of a business or organization

Each student will:

1. An in-depth review of the firm's financial condition through study of past and present income statements and balance sheets. Further financial analysis may be made through Value Line and other publications.
2. An analysis of the present marketing strategies of the organization. This will be followed by a comprehensive marketing plan which will include The Business Mission, an External and Internal Environment Analysis (TOWS diagram), goal, strategy and program formulations, an implementation plan and a feedback and control plan which will include Projected Five-Year Cash Flow Statement.
3. A discussion of the utilization of demand theory in the formulation of the marketing plan. This will include the use of demand