

BUS 665
Strategic Marketing Management Online
Summer 2018 CRN 1097

Instructor

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Course Description

Superior marketing is an essential requirement for business success as the world's economies continue to change. There are many indications that marketing thought and practice have moved into a new era. The fundamental premise underlying market driven strategy is that the market and the customers that comprise the market are the starting point in marketing strategy formulation.

The key challenges for business organizations include: (1) developing a shared vision throughout the organization about the markets they compete in and how it is likely to change in the future; (2) identifying opportunities for delivering superior value to customers; (3) positioning the organization and its brands in the market place to obtain the best match between distinctive competencies and value opportunities; (4) recognizing the potential benefits of partnering with customers, suppliers, distribution channel members, internal functions, and even competitors; (5) selecting the most effective marketing strategies to insure success; and (6) changing the design of the organization to implement and manage marketing and business strategies effectively.

This course primarily focuses on marketing strategy decision-making. A primary emphasis is on defining the key marketing strategy alternatives available to consider using at the corporate, business unit/division, or brand/product level. Also, the case study approach will be used to place students in the role of a marketing manager or consultant. Students will identify marketing problems or opportunities that exist, analyze the internal and external forces that influence these problems or opportunities, evaluate alternatives, make marketing strategy recommendations which address these problems or opportunities, and evaluate probable success of proposed recommendations.

Course Objectives

After successfully completing this course, the student will have demonstrated:

- A. The ability to analyze markets, competition, and the environment as a foundation for market driven decision-making.
- B. Applied use of the key marketing strategy alternatives available to planners.
- C. Further development of analytical, problem solving, and marketing decision making skills.
- D. Written communications and team collaboration skills

Required textbooks

Marketing Strategy, (text only) Ferrell and Hartline, 2014, 6th ed., South-Western/Cengage Learning ISBN 13 9781285084794 (if you get the “text and cases” edition it will cost more for cases that will not be used).

Course Requirements

The course relies heavily upon the case method of analysis and applied learning. Cases include consumer and business-to-business products and services covering a number of marketing problems and issues. For assigned individual cases, you will prepare a written case brief and discuss and support your recommendations online. Also, teams will be created during the 2nd week of class and will consist of 2-4 people. Each team will work on various applied and online assignments during the class.

A. Case Briefs. Four individual case briefs will be required this term. The case briefs will focus on considering alternative marketing strategies and then recommending the best strategy alternative to help reach the case objective. The case brief should be written in the form of a business memo to your boss (me). For more details be sure to read the instructions for preparing Individual Case Briefs in the document Requirements for Case Analysis, Individual Case Briefs and Online Case Discussions.

B. Team Case Presentation. Each team will be required to prepare one, more detailed and comprehensive case presentation. This more comprehensive case analysis will focus primarily on developing and presenting a set of alternative strategies and then recommending the best strategy alternative to help reach the case objective. This should typically be in the form of a PowerPoint presentation. For more details be sure to read the instructions for preparing a full case analysis in the document Requirements for Case Analysis, Case Briefs and Online Case Discussions.

C. On-line Team or Class Discussion of Cases. It will be much easier to learn and more fun if you participate, ask questions, and contribute. You will be participating in on-line discussions to anchor concepts from the cases and ideas from the text and my lecture notes and often to finalize a set of team marketing strategy recommendations. These will take place on the Class or Group Discussion Board.

Active class participation and preparation is expected and a necessary factor for the success of this course. Much of the learning will take place through on-line discussions within your teams. One advantage to the instructor in an on-line course is the ability to keep track of how much time each student spends in on-line discussions and the quality and depth of their contributions. For more details on participating in online case discussions be sure to read the document Requirements for Case Analysis, Individual Case Briefs and Online Case Discussion.

D. Exam 1. The exam will have a short answer/essay format. This will be open book, open notes. Most questions will be situational in nature that requires you to make decisions and apply the knowledge learned in the course.

E. Individual Term Project. As a term project you will be responsible for developing marketing recommendations for Softbank Robotics to develop a marketing plan for 2019 to grow the market for Pepper, a humanoid robot in the United States market. A series of questions regarding strategic alternatives will be provided that address strategies covered throughout the course. By addressing each question you will provide recommendations to be used as input by the company for developing their formal marketing plan for 2019. For more detailed instructions and the specific requirements be sure to read the document Requirements for Individual Term Project.

Grading:

Course Component	Points
Individual Term Project	200
Four individual Case Briefs at 25 pts. each	100
Four Online TEAM Discussions of Case Briefs at 25 points each	100
One Online Class Discussion of team Case presentations	40
Exam 1	150
One TEAM case presentation	100
Total Points Possible	690

Course letter grade assignment:

Percentage	Points	Grade	Description
92+%	635	A	Consistently excellent work well above expectations
90-91%	621	A-	
88-89%	607	B+	
80-87%	552	B	Achievement normally expected of graduate MBA students
70-79%	483	C	Achievement that is normally below that expected of graduate students
<70%	Below 483	F	Work completed at a level not acceptable for graduate students and/or did not complete enough work to merit a passing grade in the course

Fractional percentages for individual students will be rounded **up** to the next highest whole number. Based upon class performance on individual exams and assignments, I may adjust the above grade distribution down, which can only be to your advantage. I will never raise the grade distribution so you are assured of receiving a grade as defined above if you reach the minimum threshold.

Late assignments are normally not accepted without a penalty. If you are not going to be available for any reason, do the necessary work early if at all possible. Online discussion assignments can **only** occur during the week assigned. For written late assignments there will be an automatic late penalty of 10% for each day or partial day it is late. This policy applies to both individual written assignments and TEAM assignments. **Anyone who does not turn in more than 3 written or online assignments will not receive a passing grade in the class regardless of the number of points accumulated.**

Course Schedule:

Date	Description
<p>Week 1</p> <p>June 11 – Monday June 18th</p>	<p>Go to INFORMATION in Blackboard</p> <p>Review Course Syllabus Read Course Introduction Read Requirements for Case Analysis, Individual Case Briefs and Online Case Discussions Read Requirements for Individual Term Project</p> <p>Topics: Marketing Update, Course Overview, Relevant Market Definitions, Growth Strategies and Consolidation Strategies</p> <p>Go to TEXTBOOK Read Ch. 1</p> <p>Go to CONTENT in Blackboard Read Online Lecture Notes Week 1 Individual Assignment: Written Case Brief Due for Case 1 Coke (due by Monday, June 18th by 11:59 p.m. PDT)</p>
<p>Week 2</p> <p>June 18 - 24</p>	<p>Topics: Marketing Planning, SWOT, Strategic Focus, Distinctive Competencies and Competitive Advantage, Porter’s Competitive Strategies, Market Measurements and Demand Strategies</p> <p>Read Ch. 4 in text Read Online Lecture Notes Week 2 Online Team Discussion: Team discussion and recommendation for Case 1 Coca Cola Company Individual Assignment: Written Case Brief Due for Case 2 Yuba Electric Cargo Bikes</p>
<p>Week 3</p> <p>June 25 – July 1</p>	<p>Topics: Buyer Behavior, Market Segmentation and Target Market Strategies</p> <p>Read Ch. 5 in text Read Online Lecture Notes Week 3 Online Team Discussion: Team discussion and recommendation for Case 2 Yuba e-bikes</p>
<p>Week 4</p> <p>July 2 - 8</p>	<p>Topics: Marketing Mix: Product, Pricing, and Channel Strategies</p> <p>Read Lecture Notes Week 4 Read Ch. 6 in text Read Innovation Article TEAM Case Presentation Due for Case 3 Facebook</p>

<p>Week 5</p> <p>July 9 - 15</p>	<p>Topics: Marketing Mix: Integrated Marketing Communication Strategies</p> <p>Read Lecture Notes Week 5 Read Ch. 6 in text continued Read Taylor Swift article Class Online Discussion: Discuss and critique TEAM Case Presentations for Case 3 Facebook Individual Assignment: Written Case Brief Due for Case 6 Wentworth Cleaning Supplies</p>
<p>Week 6</p> <p>July 16 - 22</p>	<p>Topics: Branding Strategies, Positioning and Positioning Statements, and Strategies over the Product Life Cycle</p> <p>Read Lecture Notes Week 6 Read Ch. 7 in text Online Team Discussion: Team discussion and recommendation for Case 6 Wentworth Cleaning Supplies</p>
<p>Week 7</p> <p>July 23 - 29</p>	<p>Topics: Quality, Value Strategies, Customer Satisfaction, CRM, Customer Lifetime Value, and Strategic Relationships</p> <p>Read Lecture Notes Week 7 Read Ch. 10 in text Read CRM Article</p> <p>Exam 1 Due by Sunday, July 29th (Lecture Notes Wks. 1-7 and all assigned textbook chapters)</p>
<p>Week 8</p> <p>July 30 – Aug. 5</p>	<p>Individual Assignment: Written Case Brief Due for Case 7 TV Ears Hearing Aids</p>
<p>Week 9</p> <p>Aug. 6 - 12</p>	<p>Individual Term Projects Due by Sunday, August 12th.</p>
<p>Week 10</p> <p>Aug. 13 - 19</p>	<p>Online Team Discussion: Team discussion and recommendation for Case 7 TV Ears Hearing Aids</p> <p>Final Course Comments and Discussions</p>

In Progress and Incomplete Policy

In Progress grades are reserved for those directed studies, independent studies, field work courses, senior projects, and graduate culminating activities where the contract at the time of registration specifies a date of completion which is beyond the end of the term of registration. The intent of the IP policy is to provide for individualized study which, in its inception, requires more than the normal term or semester to complete. An IP grade will become an NCR or F, depending upon the grade option, if not cleared within one year following the term of registration.

Incompletes are authorized only when it is impossible for the student to complete the course because of illness or other justifiable cause and only with a formal written petition from the student to the professor. In completing the petition, the student contracts to complete the work specified in the petition. The completed petition must be filed prior to the last day of the term. Petitions are available from the Registrar. Students who receive an INC in a term that ends between September 1 and January 31 must complete their courses by the following May 31. Students who receive an INC in a term that ends between February 1 and April 30 must complete their courses before the following August 31. Students who receive an INC for courses that end between May 1 and August 31 have until the following December 31 to complete their courses. INC grades not completed by the appropriate deadline will become NCR or F grades depending upon the grade option.

INC's are granted in very rare cases so don't count on it as a way to makeup work that you did not do or do effectively during the term. **If you know that you will not be available for significant periods of time to work on this course, you should not take it.**

Other Issues

- Guidelines for written on-line reports: Single-spaced, 10 or 12-point font using professional business communications.
- No extra credit work will be offered.
- Regular and prompt participation in all scheduled on-line discussions is University policy. Missed sessions will be reflected in your individual discussion/contribution grade.
- Each student is responsible for performing academic tasks in such a way that honesty is not in question. See the policy in the University Catalog.

➤ Plagiarism and using other people's work as your own, without proper citation, is not acceptable. If it is determined that plagiarism is involved, the instructor may give zero credit for an assignment or an F for the class, depending upon the circumstances.

➤ Modification of this syllabus may be made at any time at the professor's discretion. However, so you can plan your time properly, due dates for major assignments and exams will not be changed.