

BUS 442 – STRATEGIC MARKETING

SYLLABUS

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COURSE DELIVERY:

Print-Based Correspondence Course

CREDIT HOURS:

Three Semester Hours

COURSE MATERIALS:

To order textbooks or obtain information about book titles you may go to www.exstudies.adams.edu and click on the “ASC Bookstore” icon.

Use **Section Number: 998** to order books from Bookstore site.

Required Textbook:

Donnelly and Peter. (2007). *Marketing Management Knowledge and Skills, 8th Ed.* New York: McGraw Hill.
ISBN 0073137634

CATALOG DESCRIPTION:

Strategic Marketing (BUS 442) focuses on the development of decision-making skills required in marketing through the use of text-based lessons and case studies involving real-world marketing scenarios. We will review and analyze key marketing concepts and strategies including: marketing opportunity analysis; product and service strategy; pricing and financial strategy; segmentation, targeting and positioning; brand management strategy; IMC strategy and management; and channel strategy. We will then apply the concepts learned to solving issues presented in several marketing case studies.

STUDENT LEARNING OUTCOMES:

As you work your way through each chapter, the following objectives/questions will help to narrow your focus upon those key points of importance within the designated readings.

Chapter 1

- ✓ Explain what is meant by the term “the marketing concept”. Under this concept, what is the principal aim of marketing?
- ✓ How is strategic planning related to marketing?
- ✓ What is a mission statement? What are the basic questions that must be answered in a mission statement? Can you think of any others that should be addressed?

BUS 442 – STRATEGIC MARKETING

- ✓ Describe four organizational strategies firms may implement. What do you think the strategy should be for McDonald's if it wants to grow in the U.S.?
- ✓ What are the basic elements of a situation analysis? How can this approach strategy lead to increased competitiveness?

Chapter 2

- ✓ What are the comparison data collection methods used in marketing research? List the advantages and disadvantages of each.
- ✓ What is the marketing research process (five Ps)?
- ✓ Explain data mining for marketing research.
- ✓ What are three limitations of the market research report?
- ✓ What does the process of research data include?

Chapter 3

- ✓ What are the social influences on consumer decision-making?
- ✓ Define culture and subculture.
- ✓ What are two of the marketing influences on consumer decision-making?
- ✓ Describe the situational influences on consumer decision-making.
- ✓ Identify the five steps of consumer decision-making.

Chapter 4

- ✓ Identify the four categories of organizational buyers.
- ✓ Define three types of organizational purchases.
- ✓ What are purchasing roles? Explain each role.
- ✓ Describe the four stages of the organizational buying process.

Chapter 5

- ✓ Define the term "market segmentation".
- ✓ Identify and describe the six steps of the market segmentation process.
- ✓ Explain two approaches to market segmentation.
- ✓ What is product positioning?

Chapter 6

- ✓ Define the term "product".
- ✓ Explain product mix and product line.
- ✓ What is a "brand" and what are the major factors that increase brand strength?
- ✓ Describe two branding strategies outlined in your text.
- ✓ Explain the four stages of the product life cycle.

Chapter 7

- ✓ Explain the five categories in which new product development may fall.
- ✓ Identify and define the stages involved in the new product development process.
- ✓ What are the ten factors associated with new product success?
- ✓ Highlight different sources of new product ideas.
- ✓ Identify and describe the decisions that must be made concerning new product characteristics.

BUS 442 – STRATEGIC MARKETING

Chapter 8

- ✓ Define IMC and the key goals it seeks to accomplish.
- ✓ Define each of the main elements of the promotional mix.
- ✓ List two strengths and two weaknesses for each element in the promotional mix.
- ✓ What is the purpose of advertising?
- ✓ Explain the difference between push vs. pull marketing.

Chapter 9

- ✓ Define personal selling as part of the promotional mix.
- ✓ Detail the stages involved in the sales relationship-building process.
- ✓ Explain two measures used to evaluate salespeople.

Chapter 10

- ✓ Define the term distribution channel.
- ✓ Discuss the major types of marketing intermediaries and the functions they perform.
- ✓ Examine the factors affecting distribution channel selection.
- ✓ List three advantages and three disadvantages of e-commerce for marketers.

Chapter 11

- ✓ Examine demand, supply and environmental influences that affect pricing decisions.
- ✓ Explain what is meant by the term “demographic factors”.
- ✓ Describe the stages of the general pricing model presented in your text.

Chapter 12

- ✓ Identify and define the important characteristics of services.
- ✓ Highlight five critical differences between products and services.
- ✓ Explore obstacles that impede the development of services marketing.
- ✓ Explain a good service experience you have encountered detailing both the service and the company. Then, explain a bad service experience you have personally been involved in. Tell me how the two situations differed.

Chapter 13

- ✓ Explain some of the problems that may be encountered when entering foreign markets.
- ✓ Explain the importance of understanding the local cultural environment in which business is being conducted.

COURSE REQUIREMENTS:

Strategic Marketing (BUS 442) is divided into two sections; (1) chapter readings and summaries, and (2) case study analyses.

Chapter Summaries

Beginning with the Introductory Assignment (explained in detail below), you will be required to read each chapter and complete a one-page typed chapter summary, based

BUS 442 – STRATEGIC MARKETING

on the objectives identified in the syllabus. When completing your summary, please state the objective before providing your summary.

Example (using Chapter 1):

Explain what is meant by the term “the marketing concept”. Under this concept, what is the aim of marketing?

Your summary.

How is strategic planning related to marketing?

Your summary.

Complete the lessons in subsequent order (complete Lesson 1 before moving on to Lesson 2) and submit only one lesson at a time. 40 points are possible for each chapter.

Case Studies

To fully understand how marketing strategy plays into business operations, we will conduct four case study analyses which take a look at marketing in action. As identified below, each case study focuses on a main element of the marketing mix (product, price, promotion, place). However, you should not discount the other areas we cover in our text while conducting your analysis as several of the cases tie in information from multiple chapters.

For each case study, you will provide a brief synopsis of the case outlining key points presented in the case that will be of importance in your analysis. You will then address the discussion questions provided at the end of each case. Be sure to state each question before providing your answer.

Example of case study format:

Starbucks – Early 2005

Case Synopsis

Provide a synopsis of the case, noting key points presented.

1. *What is Starbucks' product?*

Your detailed answer here.

2. *What changes in society have helped Starbucks to be successful?*

Your detailed answer here.

And so on. Your case studies account for a large portion of your grade, so be sure to thoroughly address each question with quality answers.

BUS 442 – STRATEGIC MARKETING

As you will notice, the case studies in your text are fairly short and provide only a snapshot of the situation you will be addressing. In order to properly analyze each case, you may be required to conduct outside research (pgs. 240-244 in your text provide a number of online sources that may aid you in your research). Accordingly, you will need to cite all sources used in your analysis and provide a Works Cited page at the end of your analysis (not included in your total page limit requirement).

Complete the case studies in subsequent order (complete Starbucks for a grade before beginning work on Harley) and submit only one case study analysis at a time. There is no minimum page requirement for each case study and you are not to exceed a maximum of 10 pages (typed, single spaced, no larger than 12 pt. font). Cite all sources referenced in the course of your research using APA format and provide a comprehensive Works Cited page at the end of your analysis.

GRADE DISTRIBUTION AND SCALE:

In alignment with ASC academic policies, no D may apply to a major or minor field.

Grade Distribution:

Introductory Assignment	40 points
Chapter summaries (13)	520 points (40 pts each)
Case Studies (4)	<u>440 points (110 pts each)</u>
Total Points	1000 points

Scale:

90-100%	A	900-1000 points
80-89%	B	800-899 points
70-79%	C	700-799 points
60-69%	D	600-699 points
59% and below	F	<599 points

ADA STATEMENT:

Students who need special accommodation to complete this class should contact the instructor and the Office of Student Affairs, 719.587.7221 as soon as possible.