

Texas A&M University Central Texas MKTG 4316 (110), Marketing Strategy

INSTRUCTOR AND CONTACT INFORMATION

Instructor: Dr. Utsav Shenava

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Office Hours: By appointment (due to online course delivery)

Classroom: FH 304

Course Web Page: <https://tamuct.instructure.com/login/ldap>

(All announcements, assignment instructions, course materials, and grades will be posted on Canvas)

Required Textbook, Software, and Licenses

Marketing Strategy, Text and Cases, 7th Edition

Ferrell/Hartline

ISBN-13: 978-1337296519

ISBN-10: 1337296511

Recommended Reading (Not Required)

HBR's 10 Must Reads on Strategic Marketing (available on [Audiobook](#))

****additional readings will be announced during class****

COURSE INFORMATION

Course Catalog Description:

Analyze, formulate, and implement strategic marketing plan to achieve sustainable competitive advantage. This course uses practical approaches such as case studies and marketing plan group project.

Course Overview and Description:

Marketing Strategy is a capstone course for marketing majors. This course is an integration of all marketing elements in a strategic marketing framework. The course will provide practical knowledge regarding marketing strategy from planning, formulating, and executing strategic marketing campaign. The topics covered in this course include strategic marketing planning,

marketing ethics, marketing research, competitive advantage, segmentation, branding, positioning, marketing mix (4 Ps), marketing implementation, and customer loyalty.

Course Objective (CO):

By completing this course, the students should be able to:

- Familiarize and understand the challenges and opportunities as marketer in today's economy.
 - (Week 1, 2, and 3; assessed by exams, news presentation and group project)
- Be able to develop and create executable marketing plan for competitive advantage, from planning, formulating, and executing strategic marketing campaign.
 - (Throughout the semester; assessed by exams, case analysis, and group project)
- Utilize marketing information, through marketing research process, in creating strategic marketing campaign.
 - (Week 4 and 5; assessed by exams, case analysis and group project)
- Understand and be able to utilize company's core competence as a sustainable competitive advantage
 - (Week 6; assessed by exams, case analysis and group project)
- Integrate the knowledge of marketing segmentation, positioning and branding into the creation of strategic marketing campaign.
 - (Week 8; assessed by exams and group project)
- Be able to develop and incorporate thoughtful and executable marketing mix into the strategic marketing campaign.
 - (Week 11 and 12; assessed by exams, case analysis, and group project)
- Be able to measure and revise the outcome of strategic marketing campaign.
 - (Week 14; assessed by exams and group project)
- Understand the importance of maintaining long-term customer relationship
 - (Week 15; assessed by exams)

Through in-class discussions, case analysis and group project, the students will learn to:

- Listen, discuss, and respect other students' ideas
- Build persuasive argument for business decisions
- Make sound marketing decisions
- Develop and evaluate marketing strategies

COURSE REQUIREMENTS

Class Format:

The Marketing Strategy course will be a mix of lecture and discussion format. The course will be designed to maximize your learning through the application of marketing strategy concepts and the development of critical thinking. Comprehensive marketing strategy cases will be used to facilitate this type of learning. Thus, you, to be successful in the course, must read the assigned materials prior to class and be prepared to answer questions and even lead discussion about the text and case material.

Case analysis provides a major vehicle for **applying** marketing concepts and theories. Case analysis requires **critical evaluation** (including interpretation) of both facts and logic to allow effective case discussions. Cases also require that students be prepared and **actively involved** (communication) in class discussions. Cases allow us to learn, from written scenarios, about company situations and predicaments.

This format allows for maximum student involvement and interest. However, all students **must be prepared for each class** to make this form of learning work. My role as your professor is to ask questions that will help you generate ideas that lead to problem solutions. Your role is to identify problems, develop strategies, select strategies, plan for implementation through the integration of strategic methodology and tools, think critically and ask me and, more importantly, ask your classmates questions. If you are prepared before class and participate during class you will be more likely to understand and be able to use the strategic planning process. If you are unwilling to take on these responsibilities you are probably wasting your time taking this class.

Come to class prepared!

Student-Instructor Interaction:

I am very approachable so please do not hesitate to contact me when you have questions. I completely understand that this course may be one of the most challenging courses you take at TAMUCT and will do my best to help you achieve your academic goals. Feel free to stop by my office during my office hours. If you cannot make it to my office hours, you may email me to schedule a phone or face-to-face meeting.

I check my emails daily and am quick in replying emails (within 24-48 hours unless emergency occurs). I also reply promptly to your Canvas messages but emailing to my “tamuct” email address generally yields a quicker response from me.

Note: please do not wait till the last minute to email me and ask questions about tests or assignments. Cramming the night before a due date is not an effective strategy for this course; it may cause you to feel extremely stressed and/or poor grades.

Task and Grading:

<u>Total Point Schedule</u>	<u>POINTS</u>
1. In-Class Exams (3 exams)	300
2. Marketing Plan Group Project	200
3. Case Analysis (6 cases)	300
4. Individual News Presentation	50
5. Attendance, in-class participation, and professionalism	50
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Total points	900

Grading

Here is the grade breakdown:

90% - 100% = A

80% - 89.9% = B

70% - 79.9% = C

60% - 69.9% = D

<60% = F

Task Detail:

In-Class Exam (3@100 pts):

There will be three non-cumulative exams during the semester, based on the readings, lecture and discussions in class, and assignments. Questions will focus on your understanding of marketing vocabulary and concepts and your ability to apply these concepts to real-world problems.

Exams must be taken during their scheduled time. If you must miss an exam for a *documented, university-approved* reason, **contact me before as soon as possible (must be before the day of the exam) to make other arrangements**. Only documented university-approved absences will be accepted – if you miss an exam for any other reason, no “make-ups” will be allowed and you will receive a grade of “0” for the exam.

If you are late for an exam, one of the two situations will occur:

- (1) After the first student has submitted his/her exam: receive a grade of “0” for that exam;
- (2) Before the first student’s submission: can still take that exam but NO extra time.

Note: Examples of valid university-approved absences include: (1) participation in an approved, official TAMUCT activity (e.g. debate, AMA conference, etc); (2) confined under doctor’s orders; (3) granted leave of absence from TAMUCT for reasonable cause by the department chair. All approved absences require proper documentation, including absences for medical reasons. All absences must be approved by the instructor prior to the class session that will be missed, except for medical emergencies (however, note that medical emergencies still require documentation.)

Cases (6@50 pts):

There will be six cases that you have to read, analyze, and submit the write-up for this class. The cases should come with your textbook. 10% grade deduction (per day) will be applied for any late works. The instruction for each case will be available through Canvas.

Marketing Plan Group Project (200 pts):

I will assign you to a group of **three to four** students (This depends on the size of the class). You will need to brainstorm and come up with a product (business) idea for this project (this might varies from semester to semester). Once you do so, you will be required to complete

marketing tasks such as analyzing situation and SWOT analysis, developing marketing objectives, identifying target market, create marketing mix and coming up with implementation idea. The details will be available through Canvas.

Individual News Presentation (50 pts):

You will be required to present **ONE** news presentation related to subjects learned in this class. The details for this assignment will be available through Canvas.

Attendance, In-Class Participation, and Professionalism (50 pts):

You are required to attend each class. I will make a note using Canvas. I tend to do this randomly, usually when a lot of students are missing without notifying me in advance. Discussions are vital in this class (especially the case discussions). Make sure you participate.

Students must understand that professionalism applies not only in the workplace but also in the classroom (including online class). Students **MUST** communicate politely (both offline and online) to the instructor and respect (meet) the deadline for each assignment/exams.

EMAIL ETIQUETTE:

When communicating via email, be sure to follow the email etiquette standards:

- (1) Begin your message with a greeting,
- (2) Formally address the person you are emailing (e.g., Dr. Utsav),
- (3) Identify yourself and state the purpose of your email, and
- (4) Add a signature, including your name and contact information.

These standards also apply to Canvas Messages.

****Rude and unprofessional emails will be ignored****

Continued enrollment in this course indicates agreement with these policies.

TECHNOLOGY REQUIREMENTS AND SUPPORT

Technology Requirements

This course will use the A&M-Central Texas Instructure Canvas learning management system.

Logon to A&M-Central Texas Canvas [<https://tamuct.instructure.com/>] or access Canvas through the TAMUCT Online link in myCT [<https://tamuct.onecampus.com/>]. You will log in through our Microsoft portal.

Username: Your MyCT email address. Password: Your MyCT password

Canvas Support

Use the Canvas Help link, located at the bottom of the left-hand menu, for issues with Canvas. You can select “Chat with Canvas Support,” submit a support request through “Report a Problem,” or call the Canvas support line: 1-844-757-0953.

For issues related to course content and requirements, contact your instructor.

Other Technology Support

For log-in problems, students should contact Help Desk Central.

24 hours a day, 7 days a week:

Email: helpdesk@tamu.edu

Phone: (254) 519-5466

[Web Chat: \[http://hdc.tamu.edu\]](http://hdc.tamu.edu)

Please let the support technician know you are an A&M-Central Texas student.

OTHER IMPORTANT INFORMATION:

Late Work:

My experience with teaching university students suggests that, on average, 10 to 15 percent of the class will attempt to turn in assignments later than the time specified. Many reasons are given for late work (computer files corrupted, busy with the corporate job, group member issues, etc.) Trust me, I’ve heard them all. But no matter what the reason is, the bottom line is that either (a) the work was completed and turned in *when required*, or (b) the work was not completed and turned in when required.

Assignments are due on the specified due date. There is no provision for late work on assignments, unless you have a documented, university-approved reason.

Treat your classes like a job – you don’t get to miss work deadlines without consequences, and in the corporate world those consequences are often much more serious than missing a grade on one class assignment. And making a reputation for yourself for completing work on schedule is a key to success in one’s business career.

Drop Policy.

If you discover that you need to drop this class, you must complete a [Drop Request Form](https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf) [https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf].

Professors cannot drop students; this is always the responsibility of the student. The Registrar’s Office will provide a deadline on the Academic Calendar for which the form must be completed, signed and returned. Once you return the signed form to the Registrar’s Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar’s Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the drop deadline or fail to

follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

Academic Integrity.

Texas A&M University -Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. Academic misconduct is any act that improperly affects a true and honest evaluation of a student's academic performance and includes, but is not limited to, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student's work, collusion, and the abuse of resource materials. All academic misconduct concerns will be reported to the university's Office of Student Conduct. Ignorance of the university's standards and expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

For more [information regarding the Student Conduct process](#),

[<https://tamuct.campuslabs.com/engage/organization/tamuct-student-conduct-panel>].

If you know of potential honor violations by other students, you may [submit a report](#),

[https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0].

Academic Accommodations.

At Texas A&M University-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier-free education. The Office of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the university's programs, services and activities. If you believe you have a disability requiring reasonable accommodations please contact the Office of Access and Inclusion, WH-212; or call (254) 501-5836. Any information you provide is private and confidential and will be treated as such.

For more information please visit our [Access & Inclusion](#) Canvas page

(log-in required) [<https://tamuct.instructure.com/courses/717>]

Important information for Pregnant and/or Parenting Students.

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and related guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. Students should seek out assistance as early in the pregnancy as possible. For more information, please visit the [Student Affairs](#) web page [<https://www.tamuct.edu/student-affairs/index.html>]. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines](#) online, please visit the website [<http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf>].

Title IX of the Education Amendments Act of 1972 prohibits discrimination on the basis of sex and gender—including pregnancy, parenting, and all related conditions. A&M-Central Texas is able to provide flexible and individualized reasonable accommodation to pregnant and parenting students. All pregnant and parenting students should contact the Associate Dean in the Division of Student Affairs at (254) 501-5909 to seek out assistance. Students may also contact the University's Title IX Coordinator.

Tutoring.

Tutoring is available to all A&M-Central Texas students, both on-campus and online. Subjects tutored on campus include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111. Tutor.com tutoring will not offer writing support beginning August 1, 2019, but will continue to offer other tutoring support.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, or have any other question, contact Academic Support Programs at (254) 501-5836, visit the Office of Student Success at 212F Warrior Hall, or by emailing studentsuccess@tamuct.edu. Chat live with a tutor 24/7 for almost any subject from on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log in and receive FREE online tutoring and writing support. This tool provides tutoring in over 40 subject areas. Access Tutor.com through Canvas.

University Writing Center.

Located in Warrior Hall 416, the University Writing Center (UWC) at Texas A&M University–Central Texas (TAMUCT) is a free workspace open to all TAMUCT students from 10:00 a.m.-5:00 p.m. Monday thru Thursday with satellite hours in the University Library Monday thru Thursday from 6:00-9:00 p.m. This semester, the UWC is also offering online only hours from 12:00-3:00 p.m. on Saturdays.

Tutors are prepared to help writers of all levels and abilities at any stage of the writing process. While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students' ideas and writing, our tutors highlight the ways in which they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the UWC is here to help!

Students may arrange a one-on-one session with a trained and experienced writing tutor by visiting the UWC during normal operating hours (both half-hour and hour sessions are available) or by making an appointment via [WCOonline](#). In addition, you can email Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu if you have any questions about the UWC and/or need any assistance with scheduling.

University Library.

The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000 eBooks and 82,000 journals, in addition to the 85,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available 24 hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place on Skype or in-person at the library.

Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our [Library website](http://tamuct.libguides.com/index) [http://tamuct.libguides.com/index].

OPTIONAL POLICY STATEMENTS:

A Note about Sexual Violence at A&M-Central Texas

Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at TAMUCT, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Student Counseling (254-501-5955) located on the second floor of Warrior Hall (207L).

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the [Title IX webpage](https://www.tamuct.edu/departments/compliance/titleix.php) [https://www.tamuct.edu/departments/compliance/titleix.php].

Copyright Notice.

Students should assume that all course material is copyrighted by the respective author(s). Reproduction of course material is prohibited without consent by the author and/or course instructor. Violation of copyright is against the law and Texas A&M University-Central Texas' Code of Academic Honesty. All alleged violations will be reported to the Office of Student Conduct.

COURSE OUTLINE AND CALENDAR

Week/ Date:	Chapters/Supplementary Readings; In-Class Activities; Assignment Deadlines
Week 1	
1/13 – 1/19	Syllabus, Case Write-Up, News Presentation and Group Project Overview
	Lecture: Marketing in Today’s Economy (Chapter 1) (CO ₁)
Week 2	
1/20 – 1/26	Lecture: Strategic Marketing Planning (Chapter 2) (CO ₂)
	Lecture: Strategic Marketing Planning (Chapter 2) (CO ₂) Group Contract is DUE (Make sure you read the effective team handout)
Week 3	
1/27 – 2/2	Lecture: Collecting and Analyzing Marketing Information (Chapter 3) (CO _{2&4})
Week 4	
2/3 – 2/9	Lecture: Collecting and Analyzing Marketing Information (Chapter 3) (CO _{2&4})
Week 5	
2/10 – 2/16	Lecture: Developing Competitive Advantage and Strategic Focus (Chapter 4) (CO ₂)
	In Class Discussion: Read “USA Today: Innovation in an Evolving Industry”
Week 6	
2/17 – 2/23	<i>Exam 1 (Chapter 1, 2, and 3)</i>

	“Consumers Take a Shine to Apple, Inc ” (Write-up DUE by 23 rd Feb)
Week 7	
2/24 – 3/1	Lecture: Developing Competitive Advantage and Strategic Focus (Chapter 4) (CO ₂)
Week 8	
3/2 – 3/8	Lecture: Customers, Segmentation, and Target Market (Chapter 5) (CO _{2&5})
	Individual News Presentation Group 1
	Group Project: Preliminary Report (Write-up DUE by 6 th March)
Week 9	
3/9 – 3/15	Spring Break (NO CLASS)
Week 10	
3/16 – 3/22	Classes Cancelled
	“ Wyndham Worldwide Adopts a Stakeholder Orientation Marketing” (DUE by 15 th Mar)
Week 11	
3/23 – 3/29	Lecture: The Marketing Program (Chapter 6) (CO _{2&7})
	Individual News Presentation Group 2
	IKEA Slowly Expands Its U.S. Market Presence (Due by 29 th Mar)
Week 12	
3/30 – 4/5	Lecture: Branding and Positioning (Chapter 7)
	Individual News Presentation Group 3

Week 13	
4/6 – 4/12	Individual News Presentation Group 4
	<i>Exam 2 (Chapter 4, 5, and 6)</i>
Week 14	
4/13 – 4/19	Lecture: Marketing Implementation and Control (Chapter 9) (CO ₂)
Week 15	
4/20 – 4/26	Lecture: Developing and Maintaining Long-Term Customer Relationships (Chapter 10) (CO ₈)
Week 16	
4/27 – 5/3	Group Project Presentation
	Group Project Presentation
Week 17	
5/4 – 5/10	<i>Exam 3 (Chapter 7, 9, and 10)</i>

Notes: The schedule is tentative; CO: Course Objective