



MRKT 402 Strategic Marketing

COURSE INFORMATION

Semester	: Summer 2021 (June 28, 2021 – July 30, 2021)
Credit	: 4
Teaching Hours	: 50 Hours
Location	: Online
Professor Name	: Werner Krings
E-mail	: wkrings@framingham.edu

COURSE DESCRIPTION

An examination of the elements of marketing strategy within the context of an effective overall business strategy. Topics include developing a market-focused culture, customer and competitor analysis, value delivery, pricing, relationship management, brand management, and marketing communication. Students strategically analyze a firm's activities from the marketer's point of view, including marketing strategy formulation, implementation and control, and assessment of the functional areas of marketing (product, pricing, distribution and promotion).

Undergraduate Level: 1 Credit Hour, 4 Lecturer Hours.

Prerequisites: MRKT 181 Marketing Principles and one (1) 300-level management or marketing course.

LEARNING OUTCOMES

1. To develop a working knowledge of marketing concepts, terms, practices and applications
2. To understand the role of marketing in society and how the marketing function integrates with the other functional areas of management
3. To investigate marketing management decisions and the marketing environment using actual Products and services
4. To develop analytic and communication skills

REQUIREMENTS

The course objectives are achieved through a number of structured means:

Lectures	Lecturers are based on the materials covered in the text (not restricted to the text). Slides will be regularly posted on Blackboard.
Attendance and Interactive Discussion	Class participation is an important portion of the total course. Regular class attendance and active, articulate, and insightful participation are necessary if the course is to be a worthwhile experience for you and your class members.



(Remote) Guest Speaker	Might be via YouTube or Zoom. Marketing executives will be invited to speak to the class to discuss current Marketing issues and practices. (TBD!)
Video	Case-related video materials are used to demonstrate marketing concepts and techniques applied in actual business. (TBD!)
Internet	Relevant websites are used for researching marketing and company information.
Case Analysis	Guidelines are provided.
Article Assignments	Critical evaluation and commentary on assigned marketing articles regarding historical and current marketing ideas, is used during the course.
Series of Mini Exams	Format: 15 Minutes. Cover Course Content. Multiple Choice, True-False, Fill-in-the-blank questions. (<u>No matter</u> what your circumstances are on the day of the exam or of your presentation, <u>you will only get a make-up day to retake the test not the presentation! Unexcused, you will be considered as 'F' Fail).</u>

TEXTS AND MATERIALS

	<ul style="list-style-type: none"> The <u>main textbook</u> for the course and quizzes is: <p>Marketing Management 15th Edition, Pearson Publisher, 2016 Authors: Philip Kotler, Kevin Lane Keller ISBN-13: 978-013-385662-0 Book can be directly from: Pearson Student Book Version</p> Additional material, see recommendations below.
<p>Slides which summarize the major points of the textbook will be regularly provided after class on blackboard. They <u>will not substitute</u> studying the book <u>and</u> attending the class!</p>	

RECOMMENDATIONS & OPPORTUNITIES

Book Recommendations by Precision Marketing Group Status: 2019/2020

Title	Authors	Link
• Inbound Marketing	Dharmesh Shah and Brian Halligan	Amazon
• Content Rules	Ann Handley and CC Chapman	Amazon
• The Thank You Economy	Gary Vaynerchuk	Amazon
• All Marketers are Liars Tell Stories	Seth Godin	Amazon
• Hooked: How to Build Habit-Forming Products	Nir Eyal and Dave Wright	Amazon



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• Epic Content Marketing	Joe Pulizzi	Amazon
• The Tipping Point	Malcom Gladwell	Amazon
• Positioning: The Battle for Your Mind	Al Ries and Jack Trout	Amazon
• Impossible to Ignore: Creating Memorable Content to Influence Decisions	Carmen Simon	Amazon

Additional Resources/Opportunities

In addition, you are encouraged to identify any periodical that you are interested in and to read it regularly. Successful people develop the habit of keeping up with changes in their industry by reading and talking with people.

Marketing/Business/Statistic Research Resources

Resource	Online Access
• The New York Times	Online Magazine
• Advertising and Marketing Industry News	Online Magazine
• The Wall Street Journal	Online Magazine
• The Economist	Online Magazine
• Financial Times	Online Magazine
• World Trade Organization	Online Presence
• Fortune Education	Online Presence
• United States Census Bureau	Online Presence
• Insights Association (Marketing Research)	Online Presence
• American Marketing Association (AMA)	Online Presence
• Gallup	Online Presence
• Showing Time (Marketing Statistics)	Online Presence
• D&B Hoovers (Database)	Online Presence
• Forrester (Predictions)	Online Presence
• US Statistics	Online Presence
• International Trade Administration	Online Presence
• Gartner	Online Presence
• Nielsen	Online Presence

Social Networking Site [LinkedIn](#)

This space allows you to establish yourself professionally online and to build your professional network. It is a free-of-charge service. All your posts should be very professional!



GRADING CRITERIA

FRAMINGHAM STATE UNIVERSITY GRADING SCALE			DELIVERABLES	WEIGHT
Recorded Grade	Equivalent Quality Points	Total Point Value	*Motivational paper (500 – 750 words)	10%
A	4.0	100-95	4 Mini exams (3 case assignments, 1 exam)	20%
A-	3.7	94-90	Group Presentations (A./B.)	35%
B+	3.3	89-87	Deliverables	(35%)
B	3.0	86-83	• Formal Report 1,500 Words (25%)	
B-	2.7	82-80	• Presentation 5 – 7 Slides (10%)	
C+	2.3	79-77	Attendance	5%
C	2.0	76-73	Final Exam (Classroom)	35%
C-	1.7	72-70	Σ	100%
D+	1.3	69-67	Extra Credits optional if student scores between two final Grades. Deliverables: One-Page Essay: Career Development & Class Participation for Students in Good Standing.	
D	1.0	66-63		
D-	0.7	62-60		
F	0.0	59-0		

*Motivational Paper

Reflect and answer the following five questions 1. What are my motivation do I attend this class? 2. What are my learning expectations? 3. How can I be very successful in this class? 4. What value can I transfer to my future employer, my organization, or my startup business? 5. How can I interact with other students to make this a particular interesting learning journey?

COURSE EXPECTATIONS

Attendance & Absence	It is imperative to regularly attend the class to successfully pass the exams. In the event of <u>five or more absentees</u> , <u>five points will be deducted from your final grade!</u> If you attend the class later than 15 minutes, you are counted as ' <u>Absent</u> '! Moreover, if your late attendance 15 minutes and above happens several times, you will <u>not obtain the extra credit option</u> . Instead, you will <u>receive the lesser grade</u> if your <i>final score</i> is <u>between two grades</u> . The use of the bathroom is <u>not permitted</u> during the exam! Please ensure to visit it before!
Laptop or Notebook Use	Student are only allowed to use their laptop/notebooks during class for work related to this course. <u>During and after the exam</u> the laptop/notebook has to be <u>switched off!</u> Students violating this rule may risk to fail the exam and will be asked not to bring their laptop/notebook to class.



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Prohibited Electronic Devices	All cell phones, I-pods, MP3 players, pagers and other communication or texting devices have to be <u>switched off and put away</u> (out of sight) <u>during class and the exams</u> . Relax and enjoy the class.
Mini Exams Participation In Class	<p>The <u>purpose of the mini exams</u> is to assess your <u>progress</u>.</p> <p>Class participation is <u>expected to promote your analytical and communication skills</u>. Class participation can be <u>decisive with the Extra Credit option</u> to obtain the better of two grades if your final score is between two grades. It is a <u>subjective</u> criterion, whereby the professor considers the</p> <ul style="list-style-type: none">• <u>Student's preparation for the class</u>: completed assignments, read chapter, etc.• <u>Student's contribution</u>: <i>adds value</i> to class discussions, <i>makes effort</i> to answer questions, <i>shows involvement</i> in course material and <i>makes meaningful comments</i> in class discussions.• <u>Student's attendance and timeliness</u>: Classes will start <i>on time</i>. If you are <u>more than 15 minutes late</u> or <i>leave early</i> <u>without reasonable excuse</u> it counts as 'absence'!
Submission of Assignments	Late assignments are <u>accepted</u> . However, 10 points are deducted for each 24-hour period that your assignment <i>is late</i> . Assignments will be accepted <u>no later than 3 days past the due date</u> .
Group Project	<p>The major group project consists of <u>creating a marketing plan</u>. You will be provided with a template and your group has to develop a plan. How you share the work within the group is solely up to you! The students of the group will receive a <u>team grade</u>.</p> <p>However, there will be a peer evaluation by your group members regarding your <u>team contribution and collaboration</u>.</p> <p><u>According to the level of participation/contributions</u> members of the group may receive <u>same, 10, 20 points less or in extreme cases even no credit</u> from the group work. <i>The details will be explained in class.</i></p>
Business Attire	Group projects and presentations are <u>oral exams and part of personal branding</u> . Therefore, it is imperative to <i>demonstrate business demeanor</i> and proficiency in applying concepts learned throughout the semester and to <i>use vocabulary</i> from chapters. The <u>quality of your formal reports affects your final score</u> .
Citation Guidelines	<p>Using <u>appropriate citation form</u> and <u>giving credit where credit is due</u> is an exceptionally important aspect of <i>excellent research and scholarship</i>. To ensure the best information use and presentation practices, <u>use APA guidelines</u>.</p> <p><i>Familiarize yourself</i> with <u>citation guidelines</u> in terms of <u>book, journal, chapter, newspaper article, and web citation forms</u> particularly.</p> <p>Students who <i>violate</i> these FSU rules, may either receive a <u>penalty grade</u>, including – but not limited to – <u>failing grade</u> on the assignment or in the course.</p>



<p>Inaccuracies Irregularities</p>	<p><u>Plagiarism</u> and other forms of <u>academic dishonesty</u> are grounds for <u>course failure</u> and <u>ultimately dismissal from the University</u>. <i>Plagiarism</i> is <u>copying, borrowing</u> somebody else’s work <i>without giving</i> them the <i>deserved credit</i>. Whether the work is <u>copyrighted or not</u>, a writer cannot just take someone else’s ideas or language from a work and pass it off as his own. <i>Cheating</i> means <u>copying or misrepresenting the source, nature, or other aspects of your academic work</u> (e.g., assignments, papers, projects, tests) so as to <i>get undeserved credit</i>. These forms of <u>academic dishonesty have serious consequences</u>. Students <u>guilty of academic dishonesty</u> are subject to <u>disciplinary action</u> which may include, but is not limited to <u>reduction of a grade</u> on an assignment or examination, <u>reduction of a grade for the class</u>, <u>suspension or expulsion</u>. <i>Contact your lecturer</i> if you are <i>unsure</i> about the appropriateness of your course work. See: ACADEMIC HONESTY POLICY!</p>
<p>Backup Safety</p>	<p>Please note that <u>it is your responsibility to keep a copy of all your work</u>. Students are advised to keep a <u>backup copy of any course work completed on a computer</u>. They might <u>send a copy of their work to their email account</u>, save it on their <u>portable USB flash drive, or hard drive</u>.</p>

ACADEMIC AND PROFESSIONAL HONESTY POLICY

Framingham State University’s policy (Source: [FSU Undergraduate Catalog](#))

<p>Academic Honesty Statement</p>	<p>Integrity is <u>essential to academic life</u>. Consequently, students who enroll at Framingham State University agree to <u>maintain high standards of academic honesty and scholarly practice</u>. They shall be <u>responsible for familiarizing themselves</u> with the <u>published policies and procedures</u> regarding academic honesty. If found violating these rules, students will be <u>withdrawn from the class</u>. In addition to the required statement, <i>faculty members</i> shall, at their discretion, include in the course syllabus additional statements relating the definition of academic honesty to their courses. Infractions of the Policy on Academic Honesty include, but are not limited to:</p>
<p>1. Plagiarism</p>	<p>Claiming as one’s own work the published or unpublished literal or paraphrased work of another author or student. It should be recognized that plagiarism is not only <u>academically dishonest</u> but also <u>illegal</u>.</p>
<p>2. Cheating</p>	<p>Cheating on <u>exams, tests, quizzes, assignments, and papers</u>, including the giving or acceptance of these materials and other sources of information <u>without the permission of the instructor(s)</u> results in <u>warning</u> and <u>ultimately failure</u> ‘F’.</p>



<p>3. Unauthorized Collaboration</p>	<p>The preparation of <u>individual course assignments, e.g. exams</u> is the responsibility of the individual student. <u>Unauthorized collaboration, e.g. during or after the exam verbally, text message, mobile devices, or laptop/notebook either in the classroom or from a third location</u> e.g. public bathroom will result in the <u>failure ‘F’ of all involved students.</u></p>
<p>4. Resubmission</p>	<p>The submission of the <u>same assignment without authorization</u> for <i>credit in more than one course</i> <u>will result in failure ‘F’.</u></p>
<p>5. Dishonesty</p>	<p>The <u>use of dishonest procedures</u> in computer, laboratory, studio, or field work <u>will result in failure ‘F’.</u></p>
<p>6. Misuse</p>	<p>The misuse of the university’s technical facilities (computer machinery, laboratories, media equipment, etc.) <i>either malicious or for personal gain</i> <u>will result in failure ‘F’.</u></p>
<p>7. Falsification</p>	<p>The <u>falsification of forms used to document the academic record</u> and to <u>conduct the academic business of the University</u> will result in failure ‘F’ and is <u>illegal.</u></p>
<p>Professional Honesty for Marketing Professionals</p>	<p><u>Code of Ethics for Marketing Professionals (AMA)</u> The American Marketing Association commits itself to <u>promoting the highest standard of professional ethical norms and values</u> for its members (practitioners, academics and students). <u>Norms are established standards of conduct that are expected and maintained by society and/or professional organizations.</u> <u>Values represent the collective conception of what communities find desirable, important and morally proper. Values also serve as the criteria for evaluating our own personal actions and the actions of others.</u> As <u>marketers</u>, we recognize that we not only <i>serve our organizations</i> but also <i>act as stewards of society</i> in creating, <i>facilitating and executing the transactions</i> that are part of the greater economy. In this role, <u>marketers</u> are expected to <i>embrace the highest professional ethical norms and the ethical values</i> implied by our <u>responsibility toward multiple stakeholders</u> (e.g., customers, employees, investors, peers, channel members, regulators and the host community).</p>

ACCREDITATION I WORKLOAD EXPECTATIONS

Accreditation	Expected Study Work
<p>All FSU credit courses are governed by the Federal Definition of credit hour</p>	<p>For every one hour of classroom or direct faculty instruction, a <u>minimum of two hours of out-of-class student work</u> is required. Since the summer courses meet for <u>two contact hours daily (10 contact hours of classroom time weekly)</u>, the expectation is that <u>students spend 20 hours per week doing out-of-class work.</u> For the five week 4-credit hour course, this <u>reflects 50 hours of classroom time and 100 hours of out-of-class time</u> since the <i>credit hour is defined</i> as 50 minutes.</p>



ACCOMMODATION STATEMENT

Statement of Reasonable Accommodation for Students with Disabilities

Framingham State University *offers equal opportunities to all qualified students, including those with disabilities and impairments.*
The University is *committed to making reasonable accommodations* as are necessary to ensure that its programs and activities do not discriminate, or have the effect of discriminating, on the basis of disability. The [Disability/Access Services Office](#) serves students with learning and psychiatric disabilities as well as students with visual, mobility and hearing impairments. For further information about this, please contact [Dr. LaDonna Bridges, Associate Dean of Academic Success and Dean of CASA](#) (Center for Academic Success and Achievement) at +1 508-626-4906 or lbridges@framingham.edu.
If you will require assistance during an emergency evacuation on campus, please *notify your lecturer immediately.*

U.S. COPYRIGHT LAW

Course Material on Blackboard

This course website may contain copyrighted materials that are used in compliance with the U.S. Copyright Law. Under that law, materials may not be saved to your computer, revised, copied, or distributed without permission. They are to be used in support of instructional activity as part of this course only and shall be limited to the duration of the course, unless otherwise specified by the instructor or owner of the material. You may only download or print materials at the direction of your instructor who knows which materials are copyrighted and which are not.

FSU NOTICE OF NON-DISCRIMINATION

Social Interactions with others

Framingham State University is committed to a *policy of non-discrimination, equal opportunity, diversity and affirmative action.* Framingham State University is dedicated to providing educational, working and living environments that value the different backgrounds of its people. The Massachusetts Civil Rights Act ("**MCRA,**" [M.G.L. c. 12, §§ 11H, 11I, 11J](#)) protects the rights of all residents and visitors to Massachusetts to be free from bias-motivated threats, intimidation, and coercion that interfere with their civil rights. The MCRA protects the right to attend school, live peacefully, and enjoy other basic rights. At FSU we provide a respectful and encouraging learning and research environment.



STUDENT RESOURCES

1. Blackboard	Blackboard Learn
2. Library	<p>The Whittemore library is an excellent source for obtaining information on how to conduct research, research guidelines and research databases. They are available over the Internet, on or off-campus (with your FSC ID) 24 hours a day.</p> <p><u>Introduction to the Whittemore Library at FSU:</u> YouTube video</p> <ul style="list-style-type: none"> • Shin Freedman, Business Librarian Phone: +1 (508) 626-4666; Email: sfreedman@framingham.edu • Sandra Rothenberg, Reference Librarian Phone: +1 (508) 626-4083; Email: srothenberg@framingham.edu
3. Writing Guide	<p>The American Psychology Association (APA) publication guidelines are the FSU standard for <u>all</u> written assignments and projects.</p> <p>To <i>learn</i> more about writing in the APA format the following resources might offer a starting point.</p> <ul style="list-style-type: none"> • APA Style Website: APA Style Q&As • FSU's Henry Whitmore Library: APA Style Guides <p>You also may wish to sign up for REF Works through FSU's Henry Whitmore Library. Please <i>see</i> the online tutorials or <i>contact</i> the Framingham State librarian Contact Partner for more details.</p>

STATUS

Syllabus	<p>This syllabus is a living document, i.e., it can be subject to updates. The updated version of the syllabus will be announced in class and posted on Blackboard.</p> <p>It is the student's responsibility to comply with the latest version. The <i>current</i> version is 1.1.</p>
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COURSE CONTENT/OUTLINE

Wk	Schedule	Chapter	Content	Assignment
	Mon 06/28	1	PART I. Understanding Marketing Management, p. 2 Defining Marketing for the New Realities, p. 3	Read Chapter 1 Prepare Motivational Paper Credit 10%
I.				
	Tue 06/29	2	Overview on Precision Marketing Group Reading Assignment Developing Marketing Strategies and Plans, p. 35	Read Chapter 2



	Wed 06/30	3	PART II. Capturing Marketing Insights , 66 Collecting Information and Forecasting Demand, 67 Mini Assignment I. <ul style="list-style-type: none"> • Group A, Case 1A: Microsoft, pp. 94–95 • Answer and submit questions 1. and 2. by Fri 07/02 to prof email as a word file document No app! • Group B, Case 1B: Walmart, pp. 95–97 • Answer and submit questions 1. and 2. by Fri 07/02 to prof email as a word file document No app! 	Read Chapter 3 Submit Case Question Answers (Mini Assignment I)	
	Thu 07/01	4	Conducting Marketing Research , 99 <ul style="list-style-type: none"> • Group A, Case 2A: Ideo, pp. 122–123; Answer and submit questions 1.–3. by Tuesday 07/06 to prof email • Group B, Case 2B: Intuit, pp. 124–125; Answer and submit questions 1.–3. by Tuesday 07/06 to prof email. 	Read Chapter 4	
	Fri 07/02				
	Sat 07/03			Submit Motivational Paper by University email to prof email	
	Sun 07/04				
II.	Mon 07/05	6	PART III: Connecting with Customers , p. 126 Analyzing Consumer Markets, p. 157 Mini Assignment II. <ul style="list-style-type: none"> • Group A, Case 3A: Disney, pp. 184–185 • Answer and submit questions 1. and 2. by Fri 07/09 to prof email as a word file document No app! • Group B, Case 2: IKEA, pp. 185–187 • Answer and submit questions 1. and 2. by Fri 07/09 to prof email as a world file document No app! 	Read Chapter 6 Submit Case Question Answers (Mini Assignment II)	
	Tue 07/06				
		Wed 07/07	7	Analyzing Business Markets , p. 189 Mini-Exam III. Multiple Choice Chapters 6. and 7.	Read Chapter 7 Mini-Exam III. Multiple Choice
		Thu 07/08	9	PART IV: Building strong Brands , p. 244	Read Chapter 9



			Identifying Market Segments and Targets, p. 245 Mini Assignment IV. <ul style="list-style-type: none"> Group A, Case 3A: HSBC, pp. 270–271 Answer and submit questions 1. and 2. by Mon 07/12 to prof email as a word file document No app! Group B, Case 3B: BMW, pp. 272–273 Answer and submit questions 1.–3. by Mon 07/12 to prof email as a world file document No app! 	Submit Case Question Answers (Mini Assignment IV)
	Fri 07/09	10	Crafting the Brand Positioning , p. 275 <ul style="list-style-type: none"> Reading Assignment Chapter 10 	Read Chapter 10
	Sat 07/10			
	Sun 07/11			
III.	Mon 07/12	12	Addressing Competition and Driving Growth , p. 335 <ul style="list-style-type: none"> Reading Assignment Chapter 12 	Read Chapter 12
	Tue 07/13			
	Wed 07/14	13	PART V: Creating Value Setting Product Strategy, p. 367 <ul style="list-style-type: none"> Reading Assignment Chapter 13 	Read Chapter 13
	Thu 07/15			
	Fri 07/16			
	Sat 07/17			
	Sun 07/18			
IV.	Mon 07/19	14	Designing and Managing services , 399 <ul style="list-style-type: none"> Reading Chapter 14 Revisit Slides starting with Chapter 12 to 14 Preparation for Final Exam 	Read Chapter 14
	Tue 07/20			
	Wed 07/21	19 & 20	PART VII: Communicating Value , p. 556 Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences and Public Relations, 558	Read Chapters 19 and 20
	Thur 07/22	21	Managing Digital communications: Online, social Media, and Mobile , 615 Revisit Slides Chapter 19 and 20	Read Chapter 21
	Fri 07/23			
	Sat 07/24			
	Sun 07/25			
	V.	Mon 07/26	22	Managing Personal Communications: Direct and Database Marketing and Personal Selling , p. 635
Tue 07/27				
Wed 07/28				



			<ul style="list-style-type: none"> Formal case study presentations <p>Groups of 6 Students present a Case Study of their choice Group A and B, Students can choose Case Studies and Questions from Chapter 10, 12 – 14, 19 – 21. Grading includes Submitted Powerpoint Slide Deck (Creativity and Design)</p>	
	Thu 07/29		<ul style="list-style-type: none"> 70 Minutes Multiple Choice Exam Chapters 10, 12 – 14; 19 – To Be Determined 	Thursday Final Exam (70 minutes)
	Fri 07/30	WU	Wrap Up (Final Grades within 72 hours)	No class
	Sat 07/31			
	Sun 08/01			

CASE ANALYSIS FORMAT

Tackle a Case

Step 1	<ul style="list-style-type: none"> Provide <u>the background</u> of the case
Step 2	<ul style="list-style-type: none"> <u>Answer</u> the questions
Step 3	<ul style="list-style-type: none"> Identify <u>the lessons learned</u>
Step 4	<ul style="list-style-type: none"> <u>List Sources used</u> in your research
Step 5	<ul style="list-style-type: none"> Bring the case up-to-date. <u>What is happening to this company today?</u>

Questions for the Case Format

- Create two thoughtful and strategic questions for the case that you have been assigned to.
- Write your answer to each of the questions
- Ask the group your questions in class

Documents Provided

- PowerPoint Tips
- APA writing style format
- Oral Presentation Evaluation forms (Peer Review)
- Poster Presentation Format