

Marketing
Course Number: 22:630:609
Course Title: Marketing Strategy

COURSE DESCRIPTION

The course will focus on the activities performed by a typical marketing department in an average company. To assist you in this endeavor and to help ensure the objective of the class is achieved, each class section will be conducted as a seminar with the following activities typically taking place:

1. The articles read for the class session will be discussed, with each class member taking an active part in the discussion, with particular consideration being given to the relevance and significance of the articles' content to marketing management.
2. Various marketing topics will be discussed by the instructor.
3. The specific analysis tools required for a proficient marketing strategy development and implementation will be presented and real world cases will be discussed.
4. Marketing strategy game related issues will be discussed.

COURSE MATERIALS

Any and all marketing textbooks utilized in the program so far would be helpful. None required.

Suggested textbooks:

- Marketing Management (15th edition), Pearson, 2015 by Kotler and Keller.
- Strategic Brand Management by Keller
- Marketing Research by Aaker, Kumar and Day
- Contemporary Advertising and IMC by Arens, Weigold and Arens.

Rutgers Business Review (www.rbusinessreview.org)

Check Canvas (canvas.rutgers.edu) and your official Rutgers email account regularly.

LEARNING GOALS AND OBJECTIVES

The fundamental objective of this course is to provide students with an understanding of the practical aspects of marketing strategy. Students completing the course will have an understanding of the application of key marketing terms and concepts, tools and frameworks in complex business situations. The content will focus on the role of marketing activities in the business enterprise and their utilization to achieve a sustainable competitive advantage. Gaining the ability to apply the tools and concepts of marketing is the key objective.

PREREQUISITES

MBA Marketing Management

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

ATTENDANCE AND PREPARATION POLICY

Attendance to this class is expected but it is not mandatory. However, please note that a large portion of the content for this course is delivered in person and if you cannot attend the course you would not be able to benefit this course fully. For weather emergencies, consult the campus home page. If the campus is open, class will be held.

COURSE POLICIES

- Please adhere to professional behavior in class. Refrain from chatting, reading the newspaper, answering phones, wearing headsets etc. Such behavior is disruptive and discourteous.
 - Please do not call the Marketing Department about grades and other course information. The secretaries in the Department will not have this kind of information.
 - Important announcements will be made in class and posted on course web page.
 - Final course grades are final. Changes will only be made if there is a mistake in the calculation of the final grade.
 - Accommodating students with special learning needs: In accordance with the university policy, students with documented sensory and/or other learning disabilities should inform the professor, so that their special needs may be accommodated.
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GRADING POLICY

The evaluation of your performance in this class encompasses all areas of the course in which it is anticipated that you will be actively involved.

Percent of final grade Individual Components:	
Exam	30
Class Participation	10
Team Components:	
Marketing Strategy Game	30
Board Meeting Presentations (2 total)	30
TOTAL	100.0

Final grade will be based **on the final scores**: 93+=A, 80+=B, 70+=C, and 60+=D. Grades will be posted on the class website on a regular basis. Please review the postings and communicate with me if there are any discrepancies. Point totals are NOT rounded up at the end of the semester.

Exam

There will be one exam. The exam will be closed book and closed notes. You will be allowed 3 hours to complete the exam. Make-up exams are not encouraged, however if it is absolutely necessary to miss an exam, notification must be given BEFORE the exam in a written form. Otherwise a make-up exam will not be allowed. Make-up exams will be given during my office hours for those with well-documented excused absences. Any makeup must be completed before the exams are returned to the class, which generally will be the session following the exam. Suggestions for studying for the exams: Attend the class and listen to in class discussions

Marketing Strategy Game

Throughout the semester teams will participate as competing companies in an online marketing strategy game. The team that achieves the first place is going to receive the highest grade on the marketing strategy game component of the class. Other teams will receive grades in accordance with the rank of their company at the end of the game period.

Board Meeting Presentations

There will be two “Board Meetings” during the semester. At these meetings, the executive of each company has to make a formal presentation regarding that summarizes the current situation of the market and the company, and makes projections for the future time periods. The team will build a case for the ideal marketing strategy that they are proposing. A description of the key decisions, their reasoning, and expected outcomes should be included. Crucial decisions such as product introductions, market entry and expansion, pricing changes and advertising expenditure have to be justified to the board. Board approval is required for important marketing strategy actions. Each team has 20 minutes for the presentation with 10 minutes for questions and answers. The basis for presentation evaluation is listed on the Presentation Grading Sheet, at the end of this syllabus.

Attendance and Participation

Your in class participation will be graded based on your participation to class discussion. The quality of your comments are as important and their quantity.

Team Peer Evaluation

Each team member is required to evaluate other members of his/her team. The grade that any team member receives for any of the team based course components can be changed if there is a consensus among the others regarding his/her contribution or lack thereof.

COURSE SCHEDULE

Topic
Introduction
Team Formation and MarkStrat Game Setup
Markstrat Game
Marketing Strategy and its role in organizations HBR Article: "Marketing Myopia" RBR Article: "The Six Faces of Value Co-creation: A Field Guide for Executives"
Product Management RBR Article: "How to Learn From Failure. Organizational Creativity, Learning, Innovation and the Benefit of Failure"
Brand Management HBR Article: "Building Customer Based Brand Equity"
BOARD MEETING PRESENTATION
Pricing
Distribution
BOARD MEETING Q&A

Integrated Marketing Communications RBR Article: "The Case for Product Placement" RBR Article: "Quest for the Grail: Measuring the Incremental Influence of Promotions in a Digital Big Data World"
Digital Marketing RBR Article: "Shaping the Future: The New Social Ecosystem" RBR Article: "The Good, Bad, and Ugly Side of Entrepreneurial Marketing: Is Your Social Media Campaign Unveiled, Incognito, or Exposed?"
BOARD MEETING PRESENTATION
EXAM

This schedule may be amended at any time as necessary based on the Instructor's discretion Team Peer Evaluation

Name: _____ Team : _____

List the team member of your group, including yourself, and rate their contributions in terms of the quality and quantity of their work:

Grading scale: 1- not satisfactory to 5 – very satisfactory.

Name	Quality of Work	Quantity of Work
1. _____ (yourself)	1 2 3 4 5	1 2 3 4 5
2. _____	1 2 3 4 5	1 2 3 4 5
3. _____	1 2 3 4 5	1 2 3 4 5

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|-----------|-----------|-----------|
| 4. _____ | 1 2 3 4 5 | 1 2 3 4 5 |
| 5. _____ | 1 2 3 4 5 | 1 2 3 4 5 |
| 6. _____ | 1 2 3 4 5 | 1 2 3 4 5 |
| 7. _____ | 1 2 3 4 5 | 1 2 3 4 5 |
| 8. _____ | 1 2 3 4 5 | 1 2 3 4 5 |
| 9. _____ | 1 2 3 4 5 | 1 2 3 4 5 |
| 10. _____ | 1 2 3 4 5 | 1 2 3 4 5 |

Comments: _____

Date: _____

Signature: _____

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey,

provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are ***pregnant***, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek ***religious accommodations***, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of ***gender or sex-based discrimination or harassment***, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military **veteran** or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of **mental health** services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of **physical health** services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of **legal** services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to **English as a second language (ESL)** should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional **academic assistance**, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]