

Marketing Strategy IOM-ISS306

Course Description

The intent of this course is to draw upon and utilize the knowledge and skills developed in marketing and business courses, and integrate the frameworks and analytical tools of marketing strategy that will enable students to develop a cohesive strategy that an organisation can execute. To achieve the course intent, we will use a combination of different learning formats, specifically lecture, case analysis, in-class exercises, and marketing planning. It will expand your ability to think critically and creatively. Firms are going to hire you to solve their business problems and exploit business opportunities. You will develop and demonstrate your ability to do this through case analysis and strategy development

Required Texts

MindTap for Marketing Strategy by O. C. Ferrell and Michael Hartline

Prerequisite

Principles of Marketing and Consumer Behaviour or permission of the instructor

Course Requirements

Course Work	Weight
Midterm Exam	30%
Final Exam	40%
Homework	5%
Case Studies	20%
Class Participation	5%

Learning Outcomes

- To define the key concepts and issues in marketing strategy, and employ them using case analysis and marketing planning.
- To demonstrate the ability to integrate concepts, principles, and skills learned in specialized courses leading up to this course.
- To demonstrate the ability to apply diagnostic and analytical tools to aid in making strategic decisions
- To analyse the opportunities and strengths to create strategies that build a firm's competitive advantage - To demonstrate the oral and written communication skills which are essential for success in the Marketing field.
- To employ the case analysis technique to simulate real-world business situations.

Evaluation and Grading

A	93-100	B-	80-82	D+	67-69
A-	90-92	C+	77-79	D	63-66
B+	87-89	C	73-76	D-	60-62
B	83-86	C-	70-72	F	0-59

Course Hours

The course has 20 class sessions in total. Each class session is 150 minutes in length, for a total of 3000 minutes of in-class time. Students are expected to spend 15-20 hours per week outside of class. The University awards **4** credits for this course. Different universities may count course credits differently. Consult officials at your own home institution.

Attendance

Occasionally, due to illness or other unavoidable circumstance, a student may need to miss a class. The University's policy requires a medical certificate to be excused. Any absence may impact on the student's grade. Moreover, **the University's policy is that a student who has more than 3 absences will fail the course. Arriving late or leaving early will count as a partial absence.**

Academic Honesty

The University expects all students to do their own work. Instructors will fail assignments that show evidence of plagiarism or other forms of cheating and will also report the student's name to the University administration. A student reported to the University for cheating is placed on disciplinary probation; a student reported twice is suspended or expelled.

Disability Accommodation

Any student who needs special accommodation due to the impact of disability should inform the University within 10 days before the program starts.

Course Topics

Lecture 1

Overview and Introduction of the Course

Lecture 2

Marketing in Today's Economy

Case 1. Consumers Take a Shine to Apple, Inc.

Lecture 3

Strategic Marketing Planning

Case 2. Monsanto Balances the Interests of Multiple Stakeholders

Lecture 4

Strategic Marketing Planning

Case 3. Mattel Confronts Its Marketing Challenges

Lecture 5

Collecting and Analyzing Marketing Information

Case 4. Sigma Marketing: Strategic Marketing Adaptation

Lecture 6

Marketing Agility

Case 5. Coca-Cola: Integrated Marketing Communications

Lecture 7

Developing Competitive Advantage and Strategic Focus

Lecture 8

Customers, Segmentation, and Target Marketing

Case 6. Uber: The Opportunities and Challenges of Market Disruption

Lecture 9

Customers, Segmentation, and Target Marketing

Case 7. Scentsy, Inc: A Successful Direct Selling Business Model

Midterm Exam

Lecture 10

The Marketing Program

Case 8. Mistine: Direct Selling in the Thai Cosmetics Market

Lecture 11

The Marketing Program

Case 9. Wyndham Worldwide Adopts a Stakeholder Orientation Marketing

Lecture 12

Branding and Positioning

Case 10. NASCAR: Can't Keep a Good Brand Down

Lecture 13

Branding and Positioning

Case 11. IndyCar: Seeking a Return to Motorsports' Fast Lane

Lecture 14

Ethics and Social Responsibility in Marketing Strategy

Case 12. New Belgium Brewing (B): Developing a Brand Personality

Lecture 15

Ethics and Social Responsibility in Marketing Strategy

Case 13. New Belgium Brewing (A): Social Responsibility as Competitive

Lecture 16

Marketing Implementation and Control

Case 14. Zappos: Delivering Happiness

Lecture 17

Marketing Implementation and Control

Case 15. Netflix Fights to Stay Ahead of a Rapidly Changing Market

Lecture 18

Developing and Maintaining Long-Term Customer

Lecture 19

Marketing Strategy in a Global Setting

Case 16. IKEA Slowly Expands Its U.S. Market Presence

Lecture 20

Innovation in Marketing

AI and Digital Marketing

Case 17. USA Today: Innovation in an Evolving Industry

Review

Final Exam