

MARYVILLE UNIVERSITY
COURSE SYLLABUS INFORMATION

Dean/Chair Approval

SEMESTER/YEAR: SPRING 2010

COURSE INFORMATION: MKT. 660 02 STRATEGIC MARKETING
DR. MARY ALBRECHT

MEETINGS: 03/11/10-04/01/10 Thursday 6:00PM - 9:50PM, REID, Room 3319
04/06/10-04/06/10 Tuesday 6:00PM - 9:50PM, REID, Room 3320
04/15/10-04/29/10 Thursday 6:00PM - 9:50PM, REID, Room 3319

CREDIT HOURS: 3

PREREQUISITE: None

TEXT: David W. Cravens and Nigel F. Piercy
Strategic Marketing 9 edition 2009 McGraw - Hill Irwin

PREASSIGNMENT Read Chapters 1, 2 Prepare the questions for discussion.

INSTRUCTOR INFORMATION: MARY ALBRECHT, PH.D.
MARYVILLE PHONE 314/529-9681
OFFICE LOCATION: ABAC 2218
E-MAIL ADDRESS: malbrecht@maryville.edu
OFFICE HOURS: By appointment, call (314) 529-9418

ATTENDANCE

Because of the concentrated nature of the MBA program, attendance in class is very important. Students who miss more than 6 hours (including arriving late or leaving early) will be required to withdraw from the course.

NOTE: Attendance for the first class session is mandatory.

Students may not register for a class unless they can attend the first session. Important information about the course and the instructor's expectations are given during the first session and it is imperative that all students be there. If you know that you will have to be absent for one session, please contact your instructor to ensure that absence from a particular session is acceptable.

ACADEMIC ACCOMMODATIONS

Maryville University provides accommodations and supports for students with disabilities as defined by the Americans with Disabilities Act. If you have a documented disability and wish to discuss academic accommodations, please contact the course instructor and/or the Director of the Academic Success Center located in the University Library (314) 529-6850.

This syllabus and assignment schedule are subject to change at the discretion of the instructor. It is the student's responsibility to stay informed of such changes.

Mktg. 660 Strategic Marketing Management**Course Description**

In a rapidly changing global marketplace the firm is required to take a broad view of the shifting markets, the constant competitive moves, and the changing technologies. Strategic marketing planning becomes an essential tool for all marketers in the risky markets of the business environment. This course prepares the student with analytical tools, approaches to understanding the markets, both the supply as well as the demand side, and a structure for analyzing the on going environmental scanning activity.

Course Objectives:

Upon completion of this course the student should be able:

To understand the various facets of the strategic marketing planning process and the relationship of the long-range planning to the other levels of planning for the firm.

To grasp the significance of product market boundaries in defining the business of the firm.

To apply the concept of market segmentation at an industry level.

To analyze competition through the application of Porter's Industry Structure Model and other analytical tools.

To measure the strengths and weaknesses of a firm.

To demonstrate an understanding of how marketing strategies contribute to the success of a firm.

Course Topics:

| | |
|--|------------|
| Strategic Planning | 10% |
| Mission, Values, Ethics | |
| Creating Competitive Advantage | |
| Opportunity Analysis | 15% |
| Environmental Scanning | |
| Strategic Capabilities and Direction | 25% |
| Corporate Appraisal | |
| Strengths, Weaknesses | |
| Distinctive Competencies | |
| Defining the Business | 10% |
| Product/Market Boundaries | |
| Market Analysis | 20% |
| Market Segmentation | |
| Target Markets | |
| Buyer Behavior | |
| Marketing Strategy and Marketing Mix | 20% |
| Product Strategy | |
| Innovation | |
| Branding | |
| Positioning | |
| Pricing Strategy | |
| Customer Value | |
| Distribution Strategy | |
| Reaching the customer | |
| Integrated Marketing Communications Strategy | |

Course Methodology

Lecture, Student Presentations, Discussion, Case Analysis.

| Week | Read Chapter | Topics | Class Discussion-Participation | Part Cases/ Comprehensive Case/Articles |
|-------------|---------------------|--------------------------------|---|--|
| 1 | Ch 1 | Market-Driven Strategy App. 1A | p. 24 Q 4,6,9,11 Internet B p. 25 Feature B | |
| 1 | Ch 2 | Markets, Competitive | P. 72 Q 3, 11; Internet B P. 73 Feature B | |
| 2 | Ch 6 | Market Target, Positioning | P.203 Q 2 P 204 Feature A P 204 Q 12 | Article Presentations |
| 2 | Ch 3 | Internal Analysis | P. 110 Q 1,2,7,8 P. 111 Feature A, B | 3-4 Tesco |
| 3 | Ch 8 | Innovation, | P.266 Q 1,3,6 P.267 Internet C Feature A,B | Article Presentations |
| 3 | Ch 9 | Brand | P.315 Q 3,4, 7, 9 Internet B,C Feature A,B | 2-1 Pfizer |
| 4 | Ch 12 | Promotion, Advertising | P 394 Q 1,9 Internet A, C Feature B | Article Presentations |
| 4 | Ch 13 | Sales Force, Internet, Direct | P 416 Q 7, 9, 10 Feature B | |
| 5 | Ch 10 | Value Chain | P 344 Q 1,7,8 Feature B | Article Presentations |
| 5 | Ch 11 | Pricing | P. 370 Q 1,7,8 Feature B | |
| 6 | Ch 4 | CRM | P. 127 Q 1,3,7 Internet A Feature A | Article Presentations |
| 6 | Ch 5 | Customers, Markets | P. 152 Q 1,9,11 | |
| 6 | Ch 7 | Strategic Relationship | P. 232 Q 1,2,3,4,11 Feature A,B | |
| 7 | | | | Marketing Plan Comprehensive Case |
| 8 | | Final Exam | | |

| EVALUATION | points |
|--|---------------|
| Part Case 2 @ 25 each | 50 |
| Business Press Article analysis | 25 |
| Strategic Marketing Plan Comprehensive Case Group Presentation | 100 |
| Participation | 25 |
| Final Exam | 100 |
| TOTAL | 300 |

| SCALE | |
|--------------|---------------|
| A | 90% and above |
| B | 80-89% |
| C | 70-79% |
| F | 69% and below |
| | |

ASSIGNMENTS

Evaluation criteria 1) include all relevant material, 2) concise presentation, 3) application of the concepts, models, and theories in the class, 4) justification of the argument

PART CASES

Objective: To learn the theoretical concepts by applying them to an example.

Analyze the questions for the case. Submit the written analysis to D2L before the class in which the case is assigned. We will usually discuss the case in class, so bring your paper to class.

ARTICLES

Present using powerpoint an article on marketing (not the stock market) from the business press i.e. Business Week, Advertising Age, Inc, Discuss how the article applies in our course identifying at least two concepts from the course. Ask one discussion question. Please provide a handout to each student and give the professor a 6-slide per page handout. About 5 -7 minutes

Remember to cite your article.

STRATEGIC MARKETING PLAN COMPREHENSIVE CASE:

Objectives: To understand through experience creating a strategic marketing plan based on a company situation in a case. To improve your team-working and presentation skills. To enhance learning through observing a variety of applications through other groups' presentations.

The group will present with a PowerPoint presentation. Submit a 6- slides- per- page handout to the professor.

APA guidelines for citations and references should be used for the oral presentation need to be in large enough font to be readable in the handout. Indicate the source of the information on the slide and use the last slides for the References.

See Appendix 1A Pg. 27-29

PARTICIPATION IN CLASS DISCUSSIONS

Objective: To thoroughly understand and articulate the concepts and theories in the class.

Prepare the questions and activities for class discussions. No written work is submitted.

COMMUNICATION

Use email to contact Dr. Albrecht. The professor will contact the students with Maryville email.