

MARKETING STRATEGY

MARK 7A97

Spring 2017

INSTRUCTOR: Dr. Alan. D. Lish
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TIME: Tuesdays, 6-9pm, January 17- March 7, 2017, CEMO 105

OFFICE: CBB Rm 528C
OFFICE HOURS: By appointment only

Course Description

Designed to build upon previous marketing courses, including MARK 6361/MARK 6A61, this course helps you understand how to put what you learned about marketing into practice by determining, designing and executing a marketing strategy. The course's goal is to prepare students for making critical strategic market decisions in today's business environment, and understanding the ramifications of strategy on finance, accounting, and human resources.

Course Objectives

Develop a comprehensive understanding of how companies plan, decide and execute marketing strategies. Objectives include:

- Learn how to use market research to help decide on new products.
- Learn how market segmentation, targeting and positioning can drive a successful marketing strategy.
- Learn how product, price, promotion and place decisions impact the execution of a marketing strategy.
- Learn how to react and adapt a marketing strategy to competitive forces.

In addition, the Bauer College of Business sets the following learning goals for all MBA level classes:

- **Communication:** Students will demonstrate effective written and oral communication skills through class discussion and assignment submissions
- **Cross Disciplinary Competence:** Students will demonstrate ability to integrate different functional areas in solving business problems using

concepts and tools from previous marketing and management courses in the simulation.

- **Critical Thinking:** Students will demonstrate ability to analyze business situations and recommend appropriate actions in the online simulation.
- **Ethical Reasoning:** Students will demonstrate ability to identify ethical dilemmas and be able to recognize and evaluate alternative courses of action by demonstrating this ability in class discussions.

Here is some helpful information about how we will run our classes:

Class participation is encouraged. Use this opportunity to get to know each other and to propel you into sharing what you know with the class.

Come to class every day. We regularly share information needed for quizzes during class and most of what is discussed will be on the quizzes.

Ask questions regularly. There will be other students wondering the same thing and you will help keep the class focused.

Quiz/exams. There are weekly quizzes administered through Blackboard.

Course Rules:

- Please arrive at class on time. If you are late, please shut the door quietly behind you and go to your seat without disrupting the class.
- When you come to class, please stay to the end. Class will end on time.
- Be considerate of your neighbor in class. Turn cell-phones to silent.
- All work must be independent unless otherwise specified.

Required materials:

Marketing Strategy: A decision-focused approach (8th Ed.), by Walker, Jr., O. C. & Mullins, J. W. (2014). McGraw-Hill Irwin, New York.

ISBN-13: 978-0078028946

ISBN-10: 0078028949

Digital purchase/rent option

<https://www.vitalsource.com/products/marketing-strategy-a-decision-focusedapproach-walker-v0077499476>

The MarketplaceLive strategic marketing simulation (\$35). Please ***do not attempt*** to purchase this simulation until teams have been assigned. Purchase instructions will be distributed at the first class.

Blackboard:

This course makes extensive use of Blackboard. *All communications, grades, assignments, power points and other important information are disseminated*

using Blackboard. If you are not familiar with Blackboard, you should make sure you become familiar with it. Ignorance of how to use, access, or navigate around Blackboard is not an excuse for missed assignments or work.

The University has a number of ways that you can become familiar with Blackboard if you need assistance. Please check online at www.uh.edu/blackboard/ for details.

Grading: Final grades will be determined as follows:

Component	Percentage	Additional Information
Assignments	40%	Written Assignments, TBA
Class participation	10%	Based frequency of contribution, quality, listening skills, and being there
Weekly Quizzes	30%	Weekly online quizzes based on the assigned text readings
Simulation project	20%	Online marketing simulation and simulation debriefing
TOTAL	100%	

Total % Earned	Grade		
93 - 100	A	73 - 76	C
90 - 92	A-minus	70 - 72	C-minus
87 - 89	B-plus	67 - 69	D-plus
83 - 86	B	63 - 66	D
80 - 82	B-minus	60 - 62	D-minus
77 - 79	C-plus	<59	F

Class participation

You are expected to participate in this class. At the very least, class participation is based on your attendance in class (you can't participate if you're not there!). In addition, we encourage questions and discussions.

Late Work

Late assignments, either individual or team, and quizzes are penalized 10% per day that they are late.

Unprofessional communication

Please act with courtesy and respect. There is absolutely no justification for vulgar, rude, impertinent, and demeaning communication directed towards team members, instructors, or administrative staff. Keep your communications professional and businesslike.

Some acts are defined by the university to be unacceptable. See Student Disciplinary Policies and Procedures:

http://www.uh.edu/dos/resources/disp_policies.php

Unprofessional conduct

Act professionally. There is no justification for threatening team members, instructors, or administrative staff or exhibiting disruptive behavior (e.g., slamming books on a table, screaming, etc.). Such conduct may have legal implications. Physical violence and threats of physical violence should be reported to the University Police. If you have disagreements with team members please exercise good judgment and keep your discussions courteous and respectful.

Some acts are defined by the university to be unacceptable. See Student Disciplinary Policies and Procedures: <http://www.uh.edu/dos/policies.html>

Academic Honesty

The University of Houston Academic Honesty Policy is strictly enforced by the C. T. Bauer College of Business. No violations of this policy will be tolerated in this course. A discussion of the policy is included in the University of Houston Student Handbook, http://www.uh.edu/provost/policies/uhhonesty_policy.html. *Students are expected to be familiar with this policy.*

Accommodations for Students with Disabilities

The C. T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400), and present approved accommodation documentation to their instructors in a timely manner.

Other Information:

This syllabus and accompanying class schedule are tentative and subject to change. Changes and/or additions will be announced on the Blackboard. ***The instructor reserves the right to modify the course requirements, assignments, quizzes, exams, grading procedures, and other related***

policies as circumstances so dictate. Students are expected to adhere at all times to all applicable University, College, and departmental policies and regulations

Class schedule follows on next page:

MARK 7A97 Spring 2016 Class Schedule

Session #/Date	Reading and Topic*	Assignments Due*
#1: Tues, Jan 17	Chapter 1, Market-oriented perspectives, overview of strategy	Ch. 1 Quiz (due by 1/22 end of day)
#2: Tues, Jan 24	Chapter 2, Corporate Strategy Chapter 3, Business Strategy and implications	Ch. 2 quiz (by 5pm) Ch. 3 quiz (by 5pm)
#3: Tues, Jan 31	Chapter 4, Market Opportunity	Ch. 4 quiz (by 5pm) Assignment #1 due (by 6pm)
#4: Tues, Feb 7	Chapter 5, Measuring Market Opportunities	Ch. 5 quiz (by 5pm) Assignment #2 due (by 6pm)
#5: Tues, Feb 14	Chapter 6, Targeting Segments Chapter 7, Differentiation	Ch. 6 quiz (by 5pm) Ch. 7 quiz (by 5pm)
#6: Tues, Feb 21	Chapter 8, New markets Chapter 9, Growth markets Chapter 10, Mature/Declining (skim)	Ch. 8 quiz (by 5pm) Ch. 9 quiz (by 5pm) (no Ch. 10 quiz) Assignment #3 due (by 6pm)
#7: Tues, Feb 28	Chapter 12, Implementation Chapter 13, Measurement (we skip Ch 11)	Ch. 12 quiz (by 5pm) Ch. 13 quiz (by 5pm) Assignment #4 due (by 6pm)
#8: Tues, Mar 7	Simulation debriefing	Team Debrief power point due by 5pm

*All readings are expected to be complete PRIOR to the class for which they are listed. Weekly quizzes are due by 5pm of class day unless otherwise noted. Assignment due dates and times may vary.