COURSE INFORMATION SHEET

Course Title: Marketing Strategy—SPRING 2017

Course Number: MKT 5750—1385—QMW--7:30 PM–8:45 PM
Vertical Campus 10th Floor/Room 145

Name of Instructor: Verina Mathis-Crawford

Department: Marketing and International Business

Phone: (646) 312-3334

Office: Vertical Campus--B12-210-O

Office Hours: Monday and Wednesday: 6:45 – 7:15 PM or by appointment

E-Mail: Verina.Mathis-Crawford@baruch.cuny.edu

Course Description:

This is a capstone course which brings together all of the fields of marketing in order to optimize the strategies and profitability of the firm. It covers a wide range of topics like planning, assessing opportunities, market forecasting, new products, strategies for different stages of the life cycle, the 4 P’s, and how the Internet has changed the marketing environment. It is designed to be a comprehensive course embodying lectures, class discussion, assignments, and case studies.

Also as communication intensive course (CIC), MKT 5750 is designed to help you improve your writing, speaking and presentation skills. There is a consultant assigned to help with this, and class assignments and exercises will be tailored to meet the goals of CIC courses.

Syllabus:

A week-by-week syllabus is attached to this information sheet.

Specific Course Objectives:

1. develop your understanding of marketing strategy design, implementation, and competition between firms.
2. broaden your understanding of ethical and global issues
3. expand on the material covered in other marketing courses, especially MKT 3000.
4. give you a high level of proficiency with marketing terms, concepts, and theories before completing your major.
5. introduce you to and improve your ability to understand and analyze business cases

BBA Learning Goals Addressed in this Course:

The faculty of the Zicklin School of Business has adopted seven (7) “Learning Goals” for BBA students. The purpose of these goals is to create a common understanding between students, faculty and potential employers of the core objectives for a business education. The seven goals, together with assessment criteria, can be viewed at http://www.baruch.cuny.edu/assessment/Zicklin.htm

The following Zicklin Learning Goals will be addressed in this course:

- **Communication Skills: Oral**
  Students will have the necessary oral communication skills to convey ideas and information effectively and persuasively.

- **Communication Skills: Written**
  Students will have the necessary written communication skills to convey ideas and information effectively and persuasively.

Expectation from Students/Grades:

I. **Readings:** The text and article readings are important and should be read before class. The text will provide you with much more detailed information than you get from the lectures. This will make everything easier to understand and will help you to be better prepared for the classes and examinations.

II. **Case Study:** There will be one written case study in this course. The purpose of the case study is to allow you to analyze an actual problem in marketing strategy and make recommendations, as you would in real life. This is an individual assignment. The page limit is 4 pages. A detailed outline of the case format and the case will be distributed as the course progresses. The due date for the case is noted on the class schedule. Other cases will be assigned within groups/teams to present and will count towards class participation. It's a great idea to ask the CIC writing consultant to review a draft of the written case before you submit it. See item III below. NO LATE CASES ACCEPTED AFTER PUBLISHED DUE DATE!! Note: over-length and late cases will be penalized.
III. **Group Project:** As a group (no more than 6 students per group) you will choose and analyze competition in a global industry using Michael Porter’s 5 Forces framework. This is a comprehensive and semester long project. At the end of the semester you will present your findings to the class and also submit a written report. Details on this assignment will be provided in a separate handout. This assignment will require you to work closely with the communications consultant. You will need to schedule a time to meet with the consultant, have your presentation videotaped and critiqued. You must set up a time for this meeting convenient for all group participants, as early as possible at the start of the semester. Your final presentation with the consultant should be scheduled at least one or two weeks before your classroom presentation. All group members must be present for this meeting. Detailed information on how to contact the consultant will be provided separately. Group work, of course is more difficult to coordinate. However, it is a very valuable experience because you will typically work in groups in your career. You may choose your group members, so it is extremely important that you choose people with whom you can work easily and that will be effective members of your team. I will adjust the grades, if there is a clear indication from the group as to who has performed more or less work.

IV. **Quizzes and Assignments:** There will be (2) announced quizzes, in addition to periodic assignments during the semester. Material covered will be announced in advance. These are intended to ensure that you are staying up to date with the course material or to stress particular problems in more detail. No make-up quizzes will be given, but the lowest grade of the (2) quizzes will be dropped. Therefore, if you miss one quiz it will not count against your grade.

V. **Examinations:** There will be a midterm and a final exam. All exams consist of short answers, multiple choice and essay questions. All questions will be based on both lectures and readings. The date of the midterm and final is on the syllabus.

VI. **Additional Group Assignment:** There will be an additional assignment once the Groups are set-up. This will be either based on *Fortune Magazine:* Most Admired Company to Work for or another company that has distinguished their business in the industry. (This assignment will be tied into your class participation)

Students should read the Zicklin School of Business Written and Oral Communication Assessment Criteria, located in the Syllabus section of this course’s Blackboard site. Students are additionally expected to adhere to writing standards described in of *The Little, Brown Writing Handbook,* (10th edition) by Fowler and Aaron

**GRADING WEIGHTS**
<table>
<thead>
<tr>
<th>Total per element</th>
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<tbody>
<tr>
<td>Individual written case</td>
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<tr>
<td>Group project and presentation</td>
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<tr>
<td>Quizzes, assignments</td>
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<tr>
<td>Midterm</td>
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<tr>
<td>Final</td>
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<td>Class Participation and attendance</td>
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**NOTE:** ALL COURSE WORK MUST BE ORIGINAL AND WRITTEN IN YOUR OWN WORDS. YOU MAY QUOTE OTHER AUTHORS WHERE NECESSARY BUT THEY MUST BE APPROPRIATELY REFERENCED. ANY CASE OF CHEATING OR PLAGIARISM WILL RECEIVE GRADE OF 0 (OR F) AND BE REFERRED TO THE COLLEGE FOR DISCIPLINARY ACTION.

**Materials:**


2) Supplemental cases. These will be assigned and distributed as the course progresses.

3) Class notes, assignments, and practice case can be found on Blackboard

**Recording Policy:**

If you are interested in recording a lecture/discussion, please “check-in” with me prior to the lecture.

**Attendance Policy:**

Class Participation: You are expected to attend class regularly and participate in class discussion. You must be prepared to discuss the assigned chapter readings, articles and cases at all times. Feel free to use participation as a way of getting any questions answered or sharing an insight or comment. It’s likely that if you’re wondering about something, others in the class feel the same way. Participation should be enjoyable and also help you to learn. Class participation and attendance count for 10% of your grade, so take them seriously.

The instructor may give a junior or senior a WU grade (the equivalent of an F) for excessive absences. The Registrar’s office requires that students who have attended no classes before week 5 be dropped from the class.
**Academic Integrity:**

Students are expected to know and adhere to the Baruch College Academic Honesty Policy, found at [http://www.baruch.cuny.edu/academic/academic_honesty.html](http://www.baruch.cuny.edu/academic/academic_honesty.html). It states, inter alia, that

> Academic dishonesty is unacceptable and will not be tolerated. Cheating, forgery, plagiarism and collusion in dishonest acts undermine the college's educational mission and the students' personal and intellectual growth. Baruch students are expected to bear individual responsibility for their work, to learn the rules and definitions that underlie the practice of academic integrity, and to uphold its ideals. Ignorance of the rules is not an acceptable excuse for disobeying them. Any student who attempts to compromise or devalue the academic process will be sanctioned.

**CLASS SCHEDULE**

Chapters listed are from Walker, Mullins, Boyd and Larreche. Many chapters will also have supplemental readings (newspaper and magazine articles). All readings should be prepared before the relevant class. We will not hold to this schedule exactly so you will be informed of any changes, as the class proceeds. As we move through the course, I will assign chapter discussion questions and build into our classroom discussion—relevant events in the marketplace.

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<thead>
<tr>
<th>DATE</th>
<th>READINGS AND ASSIGNMENTS</th>
<th>CHAPTERS</th>
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<tbody>
<tr>
<td>1. Jan 30</td>
<td>Class Introduction/ Marketing Orientation and Strategies</td>
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<td>2. Feb 1</td>
<td>Marketing Orientation and Strategies</td>
<td>1-cont’d</td>
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<td>3. Feb 6</td>
<td>Introduction Schwartz Communications Component/ Group Project</td>
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<td>4. Feb 8</td>
<td>Corporate-level Strategies</td>
<td>2</td>
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<td>5. Feb 13</td>
<td>LINCOLN’S BIRTHDAY—College Closed</td>
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<td>6. Feb. 15</td>
<td>Classes follow the Monday schedule-Co Corporate-level Strategies</td>
<td>2-cont’d</td>
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<td>7. Feb 20</td>
<td>PRESIDENT’S DAY--College Closed</td>
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<tr>
<td>8. Feb 22</td>
<td>Business-level strategies</td>
<td>3</td>
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9. Feb. 27        QUIZ I

10. Mar 1        GROUP MEETING/COLLABORATE

11. Mar 6        Understanding markets and opportunities
                 FIRST CASE AND PRACTICE CASE WILL
                 BE DISTRIBUTED

12. Mar 8        Understanding markets and opportunities        4—cont’d

13. Mar 13       Marketing research and forecasting        5

14. Mar 15       Segmentation and Targeting        6

15. Mar 20       Segmentation and Targeting        6-cont’d

16. Mar 22       Mid-Term Exam

17. Mar 27       Differentiation and Positioning        7

18. Mar 29       Differentiation and Positioning        7-cont’d
                 Implementation/measurements/Benchmarks
                 (DISTRIBUTE INDIVIDUAL (GRADED CASE)

19. Apr 3        Implementation/measurements/Benchmarks

20. Apr 5        GROUP MEETING/COLLABORATE

21. Apr 10-18    SPRING RECESS

22. Apr 19       Strategies for New Markets        8

23. Apr 24       Strategies for New Markets        8—cont’d
                 INDIVIDUAL GRADED CASE DUE

24. Apr 26       QUIZ II

25. May 1        Strategies for Growing Markets        9
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<th>Date</th>
<th>Activity</th>
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<tbody>
<tr>
<td>27. May 8</td>
<td>Group Presentations</td>
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<td>28. May 10</td>
<td>Group Presentations</td>
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<td>29. May 15</td>
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<td>30. May 17</td>
<td>Group Presentations</td>
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<td>31. May 24</td>
<td>WRITTEN GROUP PROJECT DUE—LAST CLASS</td>
<td>FINAL EXAM</td>
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