

Marketing Strategy

(2014-2015, 4th Module)

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Class meetings: Mon. & Thur. 10:30am~12:20 pm
Classroom: TBA
Office hours: Mon. & Thur. 2:00 ~3:00 pm or by appointment
TA: TBA

I. Course Description

What must a marketing manager consider when he/she makes marketing decisions to compete with competitors for customers? This course focuses on business level marketing strategy and uses the marketing planning process as the framework for understanding the integration and coordination of marketing decisions. You will develop skills in creating and evaluating marketing plans, strategies, and implementation programs so that you will be better prepared to manage the marketing problems you will encounter in your profession. As part of the course requirements, you will have marketing cases for class discussion, conduct analyses of marketing problems, and prepare marketing plan. Particularly, you will have an opportunity to make your own marketing decisions in real world situation through the most popular marketing simulation game in US MBA programs, "MarkStrat." You will own your virtual company and products and compete with other students. (e.g. launching new product, pricing decision, and implementations of other marketing activities) You will see the results of your decisions at every period of game.

II. Objective of the course

The main learning emphasis in this course is placed on improved critical thinking ability (analytical and creative) as it relates to marketing strategy and implementation. This course is very applied in nature. The specific objectives of this course include:

1. Reviewing the essentials of marketing management
2. Understanding the impact of strategic marketing decisions on the firm
3. Gaining insight into the "real world" frustrations/rewards of making marketing decisions
4. Applying decision models used by today's marketing managers

III. Course Design

1. Textbook

"Marketing Strategy" (5th edition), by O.C. Ferrell & Michael D. Hartline., South-Western CENGAGE Learning.

2. Course Assignments

1) *Case Analysis (Group)*: This assignment involves cases we will discuss during the term. All students are required to read the cases and prepare the class discussion before they come to the class. You are responsible for analyzing the case, updating the information in the case, and preparing discussion. I will lead class discussion based on your preparation. Your teams are responsible to collect information, conduct analysis, and prepare the questions given. Your teams submit 1~2 pages summary before the class starts. Students who participate and contribute actively will get extra points up to 10 points each class.

2) *Simulation Game (Group)*: You will form the team and participate the simulation game during the course. You and your team members make particular marketing decisions given in each game period and results will be provided to all team members before the next period starts. The game will run 10 periods. Final grade will be given based on their performance of games at the end of 10th period. Some teams will be selected by instructors to present their marketing strategy based on their performance to share their success or failure with other team members. In addition, teams will have an opportunity to explain the analysis of their marketing strategies used during the game by submitting their review reports (**max 10 pages**).

**** Presentation Guide***

: Your team will be assigned **maximum 20 min.** for your presentation (**15 min. for your presentation and 5 min. for Q&A**). Please keep your time limit carefully in your presentation. I will evaluate your performance based on your presentation mainly: send me ppt file after presentation. **Presenting teams will be given additional points up to 10 based on their presentation. Also, I will give additional points up to 10 based on your comments for other group presentation.**

3. Grading

	points
Participation	20
Case Analysis	30
Simulation Game	50

**** Evaluation of Simulation Game***

1. Profit (25): “Cumulative Net Contribution” at the last period

For Industry with 5 teams: 25/23/21/19/17 as the performance ranking of your team

For Industry with 4 teams: 25/22/19/16

2. Market Share (25): “Revenue” at the last period

For Industry with 5 teams: 25/23/21/19/17 as the performance ranking of your team

For Industry with 4 teams: 25/22/19/16

* Bonus point

1) 0.5 point for a team who records the largest growth each period in terms of Profit (“Net Contribution”)

2) 0.5 point for a team who records the largest growth each period in terms of Market Share (“Revenue”)

*** If total point meets 50 points for simulation game, then no additional points are provided.**

4. Class Participation

You are neither expected to have all the right answers in every class nor to dominate every in-class discussion. However, you are required to be prepared and contribute regularly to our class discussion. Learning depends heavily upon thorough and lively participation. It is particularly important that your comments fit into and build on previous comments. This requires that we all listen carefully to each other.

Since I may from time to time call on individuals even when their hands are not raised, you should let me know before the start of class if some emergency has made it impossible for you to be prepared adequately for that class. Naturally, there are students who do not feel comfortable contributing verbally in the classroom. We should all try to make the classroom atmosphere as congenial as possible to assist all of our colleagues in the class participation process.

5. Class Room Policies

- **Please display the name card.** My classes are interactive. It is important for me to know who you are.
- **Do not disturb** other classmates with distracting devices such as **cell phones and laptops.**
- Finally, please remember that we have a strict academic dishonesty program here. For example, you need to be careful not to plagiarize from other sources. Failure to adhere to these policies will result in a failing grade.

6. Course Schedule

week	Contents	Text	Assignment Due	Simulation Game Decision Due**
1	- Course description - Introduction of Marketing Strategy	Ch.1-Ch.2		
2	- Marketing Plan & Situational Analysis	Ch. 4	Team Formation	
3	- Marketing Plan & Situational Analysis	Ch. 5	<i>Case 1.</i>	
4	- Developing Competitive Advantage	Ch. 5		
5	- Developing Competitive Advantage	Ch. 6	<i>Case 2.</i>	
6	- Customers, Segmentation, and Target Marketing	Ch. 6		
7	Introduction of "MarkStrat"			Decision for Period 1
8	- Product Strategy	Ch. 7		Decision for Period 2
9	- Product Strategy	Ch. 7	<i>Case 3.</i>	Decision for Period 3
10	MarkStrat Presentation I			Decision for Period 4
11	- Pricing Strategy	Ch. 8		Decision for Period 5
12	- Pricing Strategy	Ch. 8	<i>Case 4.</i>	Decision for Period 6
13	MarkStrat Presentation II			Decision for Period 7
14	- Channel Strategy	Ch. 9		Decision for Period 8
15	- Channel Strategy	Ch. 9	<i>Case 5.</i>	Decision for Period 9
16	- Integration Marketing Communication, Customer Relationship Management (CRM), & CSR	- Ch.3, Ch.10 & Ch.12		Decision for Period 10
17	- Integration Marketing Communication, Customer Relationship Management (CRM), & CSR (Case Discussion)	Ch.3, Ch.10 & Ch.12	<i>Case 6.</i>	
18	MarkStrat Presentation III			

* This Course schedule is tentative