Course Description

An overview of various strategies for building and sustaining a competitive advantage in the global market. Strategic marketing is examined utilizing a decisions approach in marketing with applications addressed through case studies and analysis. Defines an organization's mission and goals, identifying and framing organizational opportunities, formulating product market strategies, budgeting, and controlling the marketing effort.

Course Textbook


Course Learning Objectives

Upon completion of this course, students should be able to:

1. Analyze and evaluate the imperatives for a market-driven strategy and list the steps to creating a strategic marketing plan.
2. Evaluate the needs for analyzing the product markets.
3. Assess and compare the forces of change and their impact on the marketing function.
4. Evaluate the processes for strategic market segmentation and strategic customer relationship management.
5. Analyze the forces that influence targeting and strategic positioning.
6. Assess the issues surrounding the formation and management of strategic relationships.
7. Analyze the dynamics involved with strategic branding and value chaining.
8. Evaluate the most commonly used pricing strategies.
9. Analyze the various sales promotion strategies and their impact on marketing.
10. Assess the issues surrounding the implementation and management of market-driven strategies.

Credits

Upon completion of this course, the students will earn three (3) hours of college credit.

Course Structure

1. **Summary of Course Unit**: summarizes key issues in the assigned chapters and is supplemented with additional readings or Internet sources to provide broader subject matter application and professional relevance.
2. **Unit Learning Objectives**: Details are available in each course unit.
3. **Textbook and Supplemental Reading Assignments**: include approximately 2-4 textbook chapters in each course Unit.
4. **Discussion Boards**: Discussion Boards are a part of all CSU term courses. Information and specifications regarding these assignments are provided in the Academic Policies listed in the Course Menu bar.
5. **Unit Assessments**: Students are required to take unit assessments at the completion of each unit.
6. **Research Paper**: Information and specifications regarding these assignments are provided below in the syllabus.
7. **Ask the Professor**: This communication forum provides you with an opportunity to ask your professor general or course content related questions.
8. **Student Break Room**: This communication forum allows for casual conversation with your classmates.
Research Paper

Select and answer one of the following questions in a well-organized and thoughtful five to seven page research paper. The research paper title page and reference page are not included in the required paper length. CSU requires that students use the APA format in writing course papers. Therefore, the APA rules for formatting, quoting, paraphrasing, citing, and listing of sources are to be followed. Your paper must contain at least five references, and may include Internet sources, books, and professional journals or resources related to the profession.

1. Visit www.cocacola.com and www.pepsicola.com. Discuss how each company advances and manages its brand. Your paper should include the marketing strategy employed by each company, as well as their positioning strategies and how each company markets to their consumers. Also, discuss the relative effectiveness of each company's marketing strategy.

2. Customer satisfaction and value is the customer's estimate of the product's overall capacity to satisfy individual wants. Satisfaction is determined by how well the product meets the customer's expectations for that product. Quality is the totality of features and characteristics of a product that bear on the ability to meet customer needs. Based on recent purchases, discuss specific factors that led to your satisfaction and/or dissatisfaction with this experience. What role, if any, does the customer play in ensuring satisfaction? Explain the relationships between customer value, satisfaction, and quality, and provide examples about how to develop profitable customer relationships.

3. Adopt the role of the marketing manager for a large product line that you define and describe. Discuss the impact of the segmentation variables described in the text on your selection of the most attractive consumer and organizational markets to target including:
   - Changing demographics and buying behavior (examples: gender influences, age group, income, education).
   - Changing geographic influences (examples: population movement, population density, climate, international aspects).
   - Changing behavioral and situational influences (examples: shopping methods, value equation, time, awareness, brand loyalty).
   - Changes in psychographic and psychological factors (examples: lifestyles, motivation, attitudes).
   - Changing preferences for benefits (examples: convenience, economy, self-improvement, relaxation, challenge).

4. Write a paper on a topic of this course that has been particularly interesting to you. Your sources should present different perspectives. For example, if you write a paper on the value chain strategy, find at least one source that is critical of the strategy.

Submit your paper by clicking the View/Complete link in Unit VIII. Please see the instructions in Unit VIII for submitting your Research Paper.

APA Guidelines

CSU requires that students use the APA style for papers and projects. Therefore, the APA rules for formatting, quoting, paraphrasing, citing, and listing of sources are to be followed. A document titled “APA Guidelines Summary” is available for you to download from the APA Guide Link, found in the Learning Resources area of the myCSU Student Portal. It may also be accessed from the Student Resources link on the Course Menu. This document provides links to several internet sites that provide comprehensive information on APA formatting, including examples and sample papers.

CSU Grading Rubric for Papers/Projects

The course papers will be graded based on the CSU Grading Rubric for all types of papers. In addition, all papers will be submitted for electronic evaluation to rule out plagiarism. Course projects will contain project specific grading criteria defined in the project directions. To view the rubric, click the Academic Policies link on the Course Menu, or by accessing the CSU Grading Rubric link, found in the Learning Resources area of the myCSU Student Portal.
Communication Forums

These are non-graded discussion forums that allow you to communicate with your professor and other students. Participation in these discussion forums is encouraged, but not required. You can access these forums with the buttons in the Course Menu. Instructions for subscribing/unsubscribing to these forums are provided below.

Click here for instructions on how to subscribe/unsubscribe and post to the Communication Forums.

Ask the Professor

This communication forum provides you with an opportunity to ask your professor general or course content questions. Questions may focus on Blackboard locations of online course components, textbook or course content elaboration, additional guidance on assessment requirements, or general advice from other students.

Questions that are specific in nature, such as inquiries regarding assessment/assignment grades or personal accommodation requests, are NOT to be posted on this forum. If you have questions, comments, or concerns of a non-public nature, please feel free to email your professor. Responses to your post will be addressed or emailed by the professor within 48 hours.

Before posting, please ensure that you have read all relevant course documentation, including the syllabus, assessment/assignment instructions, faculty feedback, and other important information.

Student Break Room

This communication forum allows for casual conversation with your classmates. Communication on this forum should always maintain a standard of appropriateness and respect for your fellow classmates. This forum should NOT be used to share assessment answers.

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Discussion Boards (8 @ 2%)</td>
<td>= 16%</td>
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<tr>
<td>Unit Assessments (8 @ 8%)</td>
<td>= 64%</td>
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<tr>
<td>Research Paper</td>
<td>= 20%</td>
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<tr>
<td>Total</td>
<td>= 100%</td>
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Course Schedule/Checklist (PLEASE PRINT)

The following pages contain a printable Course Schedule to assist you through this course. By following this schedule, you will be assured that you will complete the course within the time allotted.
By following this schedule, you will be assured that you will complete the course within the time allotted. Please keep this schedule for reference as you progress through your course.

### Unit I  
**Strategic Marketing Management Process**

<table>
<thead>
<tr>
<th>Review:</th>
<th>Unit Lesson Guide</th>
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</table>
| Read:  | Chapter 1: Imperatives for Market-Driven Strategy  
         | Chapter 2: Markets and Competitive Space |
| Discuss: | Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time) |
| Submit: | Assessment by Tuesday, Midnight (Central Time) |

**Notes/Goals:**

### Unit II  
**Competitive Advantage, Part One**

<table>
<thead>
<tr>
<th>Review:</th>
<th>Unit Lesson Guide</th>
</tr>
</thead>
</table>
| Read:  | Chapter 3: Strategic Marketing Segmentation  
         | Chapter 4: Strategic Customer Relationship Management |
| Discuss: | Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)  
           | Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time) |
| Submit: | Assessment by Tuesday, Midnight (Central Time) |

**Notes/Goals:**

### Unit III  
**Competitive Advantage, Part Two**

<table>
<thead>
<tr>
<th>Review:</th>
<th>Unit Lesson Guide</th>
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</table>
| Read:  | Chapter 5: Capabilities for Learning About Customers and Markets  
         | Chapter 6: Market Targeting and Strategic Positioning |
| Discuss: | Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)  
           | Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time) |
| Submit: | Assessment by Tuesday, Midnight (Central Time) |

**Notes/Goals:**
<table>
<thead>
<tr>
<th>Unit IV</th>
<th>Marketing Mix Strategies, Part One</th>
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<tbody>
<tr>
<td><strong>Review:</strong></td>
<td>□ Unit Lesson Guide</td>
</tr>
<tr>
<td><strong>Read:</strong></td>
<td>□ Chapter 7: Strategic Relationships</td>
</tr>
</tbody>
</table>
| **Discuss:** |  □ Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)  
  □ Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time) |
| **Submit:** |  □ Assessment by Tuesday, Midnight (Central Time) |
| **Notes/Goals:** |  |

<table>
<thead>
<tr>
<th>Unit V</th>
<th>Marketing Mix Strategies, Part Two</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Review:</strong></td>
<td>□ Unit Lesson Guide</td>
</tr>
</tbody>
</table>
| **Read:** |  □ Chapter 9: Strategic Brand Management  
  □ Chapter 10: Value Chain Strategy |
| **Discuss:** |  □ Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)  
  □ Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time) |
| **Submit:** |  □ Assessment by Tuesday, Midnight (Central Time) |
| **Notes/Goals:** |  |

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<thead>
<tr>
<th>Unit VI</th>
<th>Marketing Mix Strategies, Part Three</th>
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<tr>
<td><strong>Review:</strong></td>
<td>□ Unit Lesson Guide</td>
</tr>
<tr>
<td><strong>Read:</strong></td>
<td>□ Chapter 11: Pricing Strategy</td>
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</tbody>
</table>
| **Discuss:** |  □ Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)  
  □ Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time) |
| **Submit:** |  □ Assessment by Tuesday, Midnight (Central Time) |
| **Notes/Goals:** |  |
### Unit VII
**Managing Marketing Efforts, Part One**

**Review:**
- ☐ Unit Lesson Guide

**Read:**
- ☐ Chapter 12: Promotion, Advertising, and Sales Promotion Strategies
- ☐ Chapter 13: Sales Force, Internet, and Direct Marketing Strategies

**Discuss:**
- ☐ Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- ☐ Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- ☐ Assessment by Tuesday, Midnight (Central Time)

**Notes/Goals:**

### Unit VIII
**Managing Marketing Efforts, Part Two**

**Review:**
- ☐ Unit Lesson Guide

**Read:**
- ☐ Chapter 14: Designing Market-Driven Organizations
- ☐ Chapter 15: Marketing Strategy Implementation and Control

**Discuss:**
- ☐ Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- ☐ Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- ☐ Assessment by Tuesday, Midnight (Central Time)
- ☐ Research Paper by Tuesday, Midnight (Central Time)

**Notes/Goals:**