Course Description

Overview of marketing or marketing management with an emphasis placed on enabling the marketing manager to create strategies that “fit” the product/service to the organization’s distinctive competencies and its target market. Development of decision-making skills in marketing and provides an overview of the strategic marketing management process. Different methods are used to address and exemplify the many issues and problems that are involved in creating and implementing the marketing strategy.

Prerequisites

None

Course Textbook


Course Learning Objectives

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

1. Define an organization's business, mission, and goals, then identify opportunities and formulate product-market strategies consistent with the organization's business, mission, and goals.
2. Describe basic concepts of managerial accounting and management finance.
3. Develop a systematic process for decision making.
4. Identify domestic and global marketing opportunities, market segments and target markets, and their potential for profitability.
5. Manage the organization's offering by making decisions related to new-offering development, life-cycle stage management, product positioning, and branding decisions.
6. Evaluate an integrated communication mix.
7. Make decisions concerning channel selection and modification.
8. Illustrate concepts related to price determination and applications related to pricing considerations.
9. Explain the consideration and technologies applicable to strategic and operational controls in a marketing context.
10. Develop an integrated comprehensive marketing strategy for an organization's offering.

Credits

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

Course Structure

1. **Unit Learning Objectives:** Each unit contains learning objectives that specify the measurable skills and knowledge students should gain upon completion of the unit.
2. **Written Lectures:** Each unit contains a Written Lecture, which discusses lesson material.
3. **Reading Assignments:** Each unit contains Reading Assignments from one or more chapters from the textbook.
4. **Key Terms:** Key Terms are intended to guide students in their course of study. Students should pay particular attention to Key Terms as they represent important concepts within the unit material and reading.

5. **Unit Assessments:** This course contains two Unit Assessments, one to be completed at the end of Units I and VIII. Assessments are composed of Short Answer Questions.

6. **Case Studies:** Students are required to submit for grading a Case Study in Units II, III, IV, V, VI, and VII. Specific information and instructions regarding these assignments are provided below.

7. **Project:** Students are required to submit for grading a Project in Unit VIII. Specific information and instructions regarding this assignment are provided below.

8. **Ask the Professor:** This communication forum provides you with an opportunity to ask your professor general or course content related questions.

9. **Student Break Room:** This communication forum allows for casual conversation with your classmates.

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**Unit II Case Study**

Read the Fe’nxix Del Sur Case Study on pages 77-79 in our textbook, and answer the five questions listed below in essay format. Your response should be a minimum of 500 words. You are required to use at least your textbook as source material. All sources used, including the textbook, must be referenced; paraphrased and quoted material must have accompanying citations using APA format.

1. Use the DECIDE process to evaluate one of the decisions Fe’nxix Del Sur is faced with.
2. What are the four analytical categories to examine when formulating a case analysis? Apply the categories to the Fe’nxix Del Sur case.
3. What is the market for Fe’nxix Del Sur? How is that market currently being segmented?
4. What are the possible target markets being considered by Fe’nxix Del Sur?
5. What is Fe’nxix’s distinctive competency?

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**Unit III Case Study**

Read the Dr. Pepper/7Up, Inc. Case Study on pages 172-191 in our textbook, and answer the questions below in essay format. Your response should be a minimum of 500 words total. You are required to use at least your textbook as source material. All sources used, including the textbook, must be referenced; paraphrased and quoted material must have accompanying citations using APA format.

1. What is the offering concept? What does this mean for Dr. Pepper/7Up Inc.?
2. How would you characterize the competitive situation for Dr. Pepper/7Up, Inc. and Squirt in the U.S. carbonated soft drink industry?
3. What are the possible new offering decisions for Squirt Brand?
4. Given your assessment of the competitive situation, what are the pros and cons of: (a) continuing Squirt’s present market targeting and positioning approach and (b) adopting the recommendations made by Foote, Cone & Belding?
5. Might another market targeting and positioning approach be developed? If so, what would this approach look like, and why would it be preferable?
6. Where does Squirt Brand get its brand equity from? Explain your answer.
7. Describe the branding strategy being used for Squirt Brand.

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**Unit IV Case Study**

Read the Drypers Corporation Case Study on pages 344-352 in our textbook, and answer the questions below in a power-point format. You are required to use at least your textbook as source material for your response. All sources used, including the textbook, must be referenced; paraphrased and quoted material must have accompanying citations using APA format.

You are expected to include a title slide at the start of your presentation, and a final slide listing your sources. You should have a total of 10 slides. Do not include the title slide or the reference slide in your total.
1. What is integrated marketing communications? Describe the marketing communications mix used by Drypers.
2. How would you characterize the disposable diaper and training pants market in the United States?
3. How would you characterize the competitive situation and marketing efforts for Drypers in the U.S. disposable diaper industry?
4. Does Drypers use a push or pull communication strategy, or both? Explain.
5. Describe the budgeting communications mix you believe Drypers does use or should use. Why?
6. What should Drypers do to evaluate the communications methods they use?

Unit V Case Study

Read the CUTCO Corporation Case Study on pages 391-403 in your textbook, and answer the questions below in essay format. Your response should be a minimum of 500 words. You are required to use at least your textbook as source material. All sources used, including the textbook, must be referenced; paraphrased and quoted material must have accompanying citations using APA format.

1. Explain what is direct selling?
2. How would one respectively characterize CUTCO Corporation and Vector Marketing Corporation?
3. How is CUTCO cutlery marketed? What marketing channels are being used?
4. Does Vector Marketing Corporation use a single marketing channel, dual distribution, or multi-channel marketing? Explain.
5. What are the possible sources of channel conflict?
6. What growth driver should serve as a strategic focus for CUTCO? Why?
7. What activity by Vector Marketing is being evaluated for channel modification? What decisions need to be considered, and do you think Vector Marketing should continue or discontinue the activity?

Unit VI Case Study

Read the Superior Supermarket Case Study on pages 484-495 in our textbook, and answer the questions below in essay format. Your response should be a minimum of 500 words. You are required to use at least your textbook as source material. All sources used, including the textbook, must be referenced; paraphrased and quoted material must have accompanying citations using APA format.

1. Describe Superior Supermarket’s competitive interaction in Centralia.
2. What pricing considerations should be considered by Superior Supermarket?
3. How might Everyday Low Pricing (EDLP) affect Superior Supermarket’s competitive situation in Centralia?
4. What are the pros and cons of an EDLP strategy for Superior?
5. How does EDLP impact Superior Supermarket’s price elasticity?
6. What action(s) would you propose for Superior Supermarkets?

Unit VII Case Study

Read the McNeil Museum of Art Case Study on pages 579-588 in our textbook, and answer the questions below in a power-point format. You are required to use at least your textbook as source material. All sources used, including the textbook, must be referenced; paraphrased and quoted material must have accompanying citations.

You are expected to include a title slide at the start of your presentation, and a final slide listing your sources. All sources used, including the textbook, must be referenced; paraphrased and quoted material must have accompanying citations using APA format.

1. What is the McNeil Museum of Art, and what is its image in the community?
2. What are the possible sources for strategic change for the McNeil Museum of Art?
3. How would you describe the overall performance of the McNeil Museum of Art?
4. What can be done to improve the auxiliary activities of the museum?
5. Discuss the possible operations control issues that McNeil Museum of Art may have.
6. What recommendations should Ms. Mercer and Mr. Pate make to the McNeil Board of Trustees based on marketing control considerations?
Unit VIII Project

Global Business Experiences—Field Interview

Identify a businessperson in your community who has experience in global business and contact him/her for an interview. Develop an eight question questionnaire which you will use to ask your contact questions about their international business experiences, the opportunities and risks in global business and their opinions on the impact of technology on global business. You are required to use at least your textbook as source material. All sources used, including the textbook, must be referenced; paraphrased and quoted material must have accompanying citations using APA format. Your responses should be spell and grammar checked, and should be a minimum of 500 words. Your final paper should include a(n):

1. **Introduction:** Write an introductory paragraph providing background information about your interviewee, his/her company, job description, and other pertinent information.
2. **Questionnaire:** Include your questionnaire and the interviewee’s responses regarding his/her international experience, opportunities and risks, and the impact of technology on his/her global business.
3. **Summary:** Summarize your interview and the information that you have learned regarding international business. Include your own opinion on the opportunities and risks in global business and on the impact of technology on global business.

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.

**Once you have completed Unit VIII, you MUST unsubscribe from the forum; otherwise, you will continue to receive e-mail updates from the forum. You will not be able to unsubscribe after your course end date.**

[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

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<thead>
<tr>
<th>Component</th>
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<tr>
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<tr>
<td>Case Studies (6 @ 10%)</td>
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<tr>
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<td><strong>Total</strong></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.
## Course Schedule

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  
**Foundations of Strategic Marketing Management**

- **Review:**  □  Unit Study Guide
- **Read:**  □  Chapter 1: Foundations of Strategic Marketing Management  
□  Chapter 2: Financial Aspects of Marketing Management
- **Submit:**  □  Assessment

Notes/Goals:

### Unit II  
**Decision Making and Target Marketing**

- **Review:**  □  Unit Study Guide
- **Read:**  □  Chapter 3: Marketing Decision Making and Case Analysis  
□  Chapter 4: Opportunity Analysis, Market Segmentation, and Market Targeting
- **Submit:**  □  Case Study

Notes/Goals:

### Unit III  
**Brand Management Strategy**

- **Review:**  □  Unit Study Guide
- **Read:**  □  Chapter 5: Product and Service Strategy and Brand Management
- **Submit:**  □  Case Study

Notes/Goals:

### Unit IV  
**Integrated Marketing Communication Strategy**

- **Review:**  □  Unit Study Guide
- **Read:**  □  Chapter 6: Integrated Marketing Communication Strategy and Management
- **Submit:**  □  Case Study

Notes/Goals:
# MBA 5841, Strategic Marketing

## Course Schedule

### Unit V: Marketing Channel Strategy
- **Review:** Unit Study Guide
- **Read:** Chapter 7: Marketing Channel Strategy and Management
- **Submit:** Case Study

### Notes/Goals:

### Unit VI: Pricing Strategy
- **Review:** Unit Study Guide
- **Read:** Chapter 8: Pricing Strategy and Management
- **Submit:** Case Study

### Notes/Goals:

### Unit VII: Marketing Strategy Reformulation
- **Review:** Unit Study Guide
- **Read:** Chapter 9: Marketing Strategy Reformulation: The Control Process
- **Submit:** Case Study

### Notes/Goals:

### Unit VIII: Global Marketing Strategy
- **Review:** Unit Study Guide
- **Read:** Chapter 10: Global Marketing Strategy
- **Submit:** Assessment, Project

### Notes/Goals: