

MKTG 5200

Marketing Strategy

Course Syllabus



1. Course Title

Marketing Strategy.

2. Course Credit Weight

0.5 credits

3. Prerequisites

None.

4. Course Professors

Lead Professor

Name: Dr. Robin Ritchie

Title: Associate Professor, Marketing

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5. Course Description

Essential concepts for cultivating and maintaining successful buyer-seller relationships, including customer and competitor analysis, segmentation, targeting, and positioning. Translation of target market and positioning decisions into actionable marketing plans, including product, pricing, channel and promotional decisions, and tools for forecasting/evaluating success.

6. Course Rationale

This course will prepare you to analyze markets, formulate sound marketing strategies, and translate that strategy into specific and actionable marketing mix decisions. We will use a combination of asynchronous lectures, foundational readings, case studies, discussions, and assignments. Individuals interested in developing a more advanced understanding of these topics will have an opportunity to do so via supplementary “high performance readings” from leading management publications.

7. Course Learning Objectives

After successfully completing this course, you will be able to:

- CO1. Explain what marketing is and how it creates benefits for companies, customers, and society.
- CO2. Assess the situation facing the firm using SWOT and PEST analysis.
- CO3. Define and apply key marketing concepts, including segmentation, targeting, value proposition, differentiation, and positioning.
- CO4. Choose an optimal target market.
- CO5. Develop a differentiated offering that creates value for the target market and position it appropriately.
- CO6. Make tactical decisions related to branding, product, price, distribution, and promotion.
- CO7. Create a complete marketing plan that includes consideration of risks and forecasts of market share, sales, and profitability.

8. Course Modality: Asynchronous

This is a fully online course where instructors and students share information, ideas, and learning experiences in a virtual course space. Asynchronous courses do not require participation in scheduled meetings. However, students are expected to remain up to date with the deadlines and due dates provided by the instructor. This course requires high-speed Internet access and a computer.

Technical Skills:

- Knowledge of how to transfer and share files
- Understanding of digital storage software
- Advanced word processing skills
- Digital presentation skills

For more information on these expectations, please see the following pages:

- [Essential Technological Skills for Students](#)
- [Learning in an Online Environment](#)
- [Get Microsoft Office for Students](#)

9. Course Map

Please regularly check and log into Brightspace to review new content. Configure your personal notifications to opt into course announcements so that they will be emailed to your Carleton email address.

	Topics	Materials	Deliverable
1	<ul style="list-style-type: none"> • What is marketing? • The marketing decision framework • The marketing plan • Financial analysis for marketing 	<p>Textbook: Ch.1: What is Marketing (1.1-1.3) Ch.2: Strategic Planning (2.1-2.5) Ch.16: The Marketing Plan (16.1-16.4)</p> <p>Toolkit: Marketing Analysis Toolkit: Breakeven Analysis</p> <p>High-Performance Readings: When Marketing Is Strategy (HBR)</p>	<p>Discussion: How Marketing Creates Value</p>
2	<ul style="list-style-type: none"> • Understanding the business environment • Segmenting markets • Choosing your targets 	<p>Textbook: Ch.3: Consumer Behavior (3.1-3.2) Ch.4: Business Buying Behavior (4.1-4.6) Ch.10: Gathering & Using Information (10.1-10.2) Ch.5: Market Segmenting, Targeting, Positioning (5.1-5.3)</p> <p>Toolkit: Marketing Analysis Toolkit: Situation Analysis Marketing Analysis Toolkit: Market Size & Share</p> <p>High-Performance Readings: Understanding Customer Experience Managing the Total Customer Experience</p>	<p>Written Assignment: Situation Analysis (individual)</p>

3	<ul style="list-style-type: none"> • Dealing with competition • Value, satisfaction, and loyalty • Differentiation and positioning • Building and leveraging brands 	<p>Textbook: Ch. 14: Customer Satisfaction, Loyalty, Empowerment (14.1-14.5) Ch. 6: Creating Offerings (6.1-6.5)</p> <p>Toolkit: Developing a Superior Positioning Concept</p> <p>High-Performance Readings: Stop Trying to Delight Your Customers Customer Value Propositions in Business Markets The Brand Report Card</p>	<p>Discussion: Differentiation & Positioning</p> <p>Written Assignment: Target Market Selection (individual)</p>
4	<ul style="list-style-type: none"> • Product strategy • The product life cycle • Introducing new products 	<p>Textbook: Ch.7: Developing and Managing Offerings (7.1-7.2)</p> <p>High-Performance Readings: Marketing Malpractice</p>	<p>Discussion: Brand Extension</p> <p>Written Assignment: New Product Proposal (group)</p>
5	<ul style="list-style-type: none"> • Pricing strategy • Setting price • The psychology of pricing 	<p>Textbook: Ch.15: Price, the Only Revenue Generator (15.1-15.3)</p> <p>Toolkit: Marketing Analysis Toolkit: Pricing & Profitability Analysis</p> <p>High-Performance Readings: Managing Price, Gaining Profit How Do You Know When the Price Is Right Why the Highest Price Isn't the Best Price How Customers Perceive a Price is as Important as the Price Itself</p>	
6	<ul style="list-style-type: none"> • Distribution strategy • Retailing and retail strategy <p>Trends in retailing</p>	<p>Textbook: Ch.8: Using Marketing Channels (8.1-8.5) Ch.9: Using Supply Chains (9.1-9.4)</p> <p>High-Performance Readings: The Store is Dead—Long Live the Store</p>	<p>Discussion: Retail Tactics</p>
7	<ul style="list-style-type: none"> • Promotional strategy • Marketing communications • Sales promotion 	<p>Textbook: Ch.11: Integrated Marketing Communications (11.1-11.7) Ch.12: Public Relations, Social Media, Sponsorships (12.1-12.2)</p>	<p>Written Assignment: Marketing Implementation Plan (individual)</p>

10. Learning Materials

Textbook

Principles of Marketing (e-textbook). This is an Open Educational Resource, which means that it is available to you at no cost. The textbook is distributed by the University of Minnesota under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.

Other Resources

- Cases written by the Lead Professor or sourced from leading case publishers under a licensing agreement with Harvard Business Publishing.
- Articles from *Harvard Business Review* and other publications written for senior managers. These are copyrighted materials. They are available to you as a Carleton student via a licensing agreement with Harvard Business Publishing.
- Videos available via publicly-available services (e.g., YouTube, Vimeo).
- Various PDF resources authored by the Lead Professor.

11. Grading Scheme

Activity	Due End of Week #	Scored Out of	Percent of Total Grade
Situation Analysis	2	100	15%
Target Market Selection	3	100	20%
New Product Proposal (Group Assignment)	5	100	20%
Marketing Implementation Plan	7	100	25%
Contribution to Discussions:			
How Marketing Creates Value	1	15	5%
Differentiation & Positioning	3	15	5%
Brand Extension	4	15	5%
Retail Tactics	6	15	5%
TOTAL			100%

Grading

The [Carleton University grading system](#) will be used to determine your final course grade. Letter grades correspond to the following percentages:

Percentage	Final Grade
90 - 100	A+
85 - 89	A
80 - 84	A–
77 - 79	B+
73 - 76	B
70 - 72	B–
67 - 69	C+
63 - 66	C
60 - 62	C–
57 - 59	D+
53 - 56	C
50 - 52	D–
0 - 49	F

Final grades in this course are determined by the course instructor and must be approved by the Dean. Grades submitted by the instructor are subject to revision and should not be considered final until they have been approved by the Dean.

Late Assignments

To ensure fairness, penalties will be applied to late assignments: Failure to submit an assignment on time will result in an initial penalty of five (5) percentage points, followed by an additional (2) percentage points per day thereafter. For example, an assignment that would normally merit a grade of 80% would receive a grade of 75% if submitted after the deadline on the due date, 73% if submitted the following day, and so on.

Requests for extension without penalty will be considered in cases of illness, family emergency, or other exceptional circumstances.

12. Course Evaluation

At the end of this course, students are encouraged to complete a course evaluation that will be distributed to them via email and through a course link.

13. Contribution to Program Learning Goals

MBA Learning Goal	Not Covered	Introduced	Taught but Not Assessed	Taught and Assessed
MB1 Leadership and Collaboration <i>Graduates will be equipped for leadership and collaboration.</i>		✓		
MB2 Communication <i>Graduates will be effective communicators</i>				✓
MB3 Critical Thinking and Problem Solving <i>Graduates will be skilled in critical thinking and problem solving.</i>				✓
MB4 Functional Knowledge <i>Graduates will have knowledge that is relevant to business and be able to apply that knowledge to address business issues, opportunities, and risks.</i>				✓
MB5 Global Awareness <i>Graduates will have an appreciation of the global environment of business.</i>			✓	
MB6 Ethics and Responsible Management <i>Graduates will apply ethical considerations and principles of responsible management in business decision-making.</i>			✓	

14. Group Work

Group work offers opportunities to develop interpersonal, collaboration, communication, leadership, and other abilities. It is also an effective way to learn integrative skills to address complex tasks. Before embarking on a specific task as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

Peer Evaluation for Group Work

To deter social loafing and ensure fairness in grading, you will be asked to assess the contribution of other group members. This information will be used when assigning the grade for the group assignment. The procedure is as follows: Each student should take 100 points and allocate those points to the various members of the group (including him/her/themself) to reflect the contributions made by each member. For instance, if there are four members in a group and everyone contributed equally, each person would receive 25 points. Conversely, if an individual contributed relatively little, the remaining group members might allocate few points to that member. To ensure that these peer evaluation scores are reasonable and free from personal bias, you may be asked to provide a detailed written explanation for your point allocation.

15. Communication

Brightspace and email are the primary means of communicating with the instructor. See the [Student Support Site](#). Please do not call the instructor's office phone. To respond to your emails, instructors and administrators need to see your full name and Carleton University ID. For this reason, it is important to send all messages from your Carleton email account. If you do not have or have yet to activate this account, you can do so by visiting <https://carleton.ca/its/get-started/new-students-2/>

Instructor Response Times

Every effort will be made to grade assignments within a week. Expect to receive a reply to your question(s) within 24 hours, Monday through Friday, unless otherwise posted. Response times may be longer on weekends.

Netiquette (Online Etiquette)

Please use the following rules of netiquette as you post to online discussions and send messages to your instructor and fellow students in the course:

- Use **professional language**. Be positive and constructive in your feedback. Be polite by including please and thank you. Use inclusive language and terminology.
- **Try not to use all caps**- ALL CAPS comes across as shouting to the reader. Use "**bold**" formatting to emphasize words instead.
- Use **proper language and titles**- no slang or profanity. Even if a word is one you consider to be "not so bad", it could be offensive to others.
- **Review posts and messages before saving**. Check for grammar and spelling errors and restate your message when necessary.

- **Ask for clarification.** If you do not understand an assignment or feedback from me, please ask for clarification. I will do my best to word my posts/messages as clearly as possible, but in an online environment, I cannot "see" if my messages are being understood.

16. Academic Regulations

University rules regarding registration, withdrawal, appealing marks, and related matters can be found at: <https://calendar.carleton.ca/grad/gradregulations/>

17. Requests for Academic Accommodation

Academic accommodation refers to educational practices, systems, and support mechanisms that accommodate diversity and difference and allow students to perform the essential requirements of their academic programs. Carleton University is committed to academic accessibility for all. The processes for submitting requests are as follows:

Pregnancy

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, please visit the Equity Services website: <https://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf>

Religious Obligations

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, please visit the Equity Services website: <https://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf>

Students with Disabilities

If you have a documented disability that requires academic accommodation in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or pmc@carleton.ca for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC no later than two weeks before the due date of the first assignment or exam for which you require accommodation. After requesting accommodation from PMC, be sure to communicate with your instructor to ensure that the necessary accommodation arrangements are in place. <https://carleton.ca/pmc/>

Survivors of Sexual Violence

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and its survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: <https://carleton.ca/sexual-violence-support/>

For more information on academic accommodation, please contact the departmental administrator or visit: <https://students.carleton.ca/course-outline/>

18. Academic Integrity

Carleton University's Academic Integrity Policy defines plagiarism as "*presenting, whether intentionally or not, the ideas, expression of ideas or work of others as one's own.*" This includes reproducing or paraphrasing portions of someone else's published or unpublished material, regardless of the source, and presenting these as one's own without proper citation or reference to the original source. Examples of plagiarism include, but are not limited to:

- Any submission prepared in whole or in part by someone else;
- Using ideas or direct, verbatim quotations, paraphrased material, algorithms, formulae, scientific or mathematical concepts, or ideas without appropriate acknowledgment;
- Using another's data or research findings without appropriate acknowledgement;
- Failing to acknowledge sources through the use of proper citations when using another's work and/or failing to use quotations marks.

Violations of academic integrity also include:

- Using unauthorized material when completing an assignment or exam,
- Fabricating or misrepresenting research data;
- Unauthorized co-operation or collaboration, and;
- Completing work for another student.

Academic integrity violations constitute a serious academic offence, weaken the quality of the degree, and will not be tolerated. Penalties may include; a failing grade for the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton, and; expulsion from Carleton.

Students should familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance, at: <https://carleton.ca/registrar/academic-integrity/>

19. Course Copyright

Materials used in this course—including lectures, PowerPoint presentations, discussions, learning activities, posted notes, case studies, assignments, and exams—are copyright protected and remain the intellectual property of their respective author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

Students registered in this course may take notes and make copies of course materials for their own educational use only. Students may not reproduce or distribute lecture notes and course materials publicly for commercial or non-commercial purposes without express written consent from the copyright holder(s).

20. Student Academic Support

The Centre for Student Academic Support (CSAS) is a collection of support services designed to help students achieve their goals and improve their learning. CSAS can help you with academic reading, academic writing, critical thinking, time management, and more. For complete information on their workshops and other services, please visit: <https://carleton.ca/csas/>

21. Equity and Inclusion

All members of the Carleton University community share responsibility for ensuring that the University's educational, work and living environments are free from discrimination and harassment. Should you have concerns about harassment or discrimination relating to your age, ancestry, citizenship, colour, creed (religion), disability, ethnic origin, family status, gender expression, gender identity, marital status, place of origin, race, sex (including pregnancy), or sexual orientation, please visit the Department of Equity and Inclusive Communities website at <https://carleton.ca/equity/>.