



RUTGERS

School of Business | Camden

School of Business – Camden

STRATEGIC MARKETING PLANNING

Spring 2018

Thursday 6:00-8:50pm Room BSB 335

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Office Hours: By Appointment

COURSE SYLLABUS

COURSE DESCRIPTION

A top management perspective on the overall marketing task, including planning, organizing, controlling, and integrating all the activities of the marketing department. Integration of marketing with other operations of the business unit. Major strategic problems and current trends identified and analyzed.

COURSE OBJECTIVES

The course addresses strategic marketing management and strategic planning issues in modern organizations. The focus is on strategic decisions that have long-term impact on the organization and its stakeholders and are difficult and costly to reverse. The strategic decision making process is supported by an analysis of the organization's external environment and an internal self-analysis. Theoretical and quantitative tools pertinent to the identification, understanding, and resolution of relevant marketplace issues are addressed within a decision-making general framework that puts the marketing function at the center of an organization's strategic direction. The class offers students the chance to round up their marketing skills and knowledge in an environment that encourages critical thinking and insight; no student should feel uncomfortable sharing an opinion.

Upon completion of the course students should be able to:

- Conduct analyses that support the development of marketing strategies.
- Identify and address key strategic questions.
- Understand and use relevant concepts including mission, objective, strategic group, sustainable competitive strategy, risk, key success factors, strategic opportunity or threat, strategic strength, weakness, strategic question, segmentation, industry structure, positioning, experience curve, portfolio analysis, and marketplace scenarios.
- Learn to work cooperatively in teams, think more critically, and communicate more effectively.

ACADEMIC INTEGRITY:

Policy found at <http://academicintegrity.rutgers.edu/academic-integrity-at-rutgers>

Students are responsible for understanding the principles of academic integrity and abiding by them in all aspects of their work at the University. Students are also encouraged to help educate fellow students about academic integrity and to bring all alleged violations of academic integrity they encounter to the attention of the appropriate authorities.

Principles of academic integrity require that every Rutgers University student:

- properly acknowledge and cite all use of the ideas, results, or words of others
- properly acknowledge all contributors to a given piece of work

- make sure that all work submitted as his or her own in a course or other academic activity is produced without the aid of unsanctioned materials or unsanctioned collaboration
- obtain all data or results by ethical means and report them accurately without suppressing any results inconsistent with his or her interpretation or conclusions
- Treat all other students in an ethical manner, respecting their integrity and right to pursue their educational goals without interference. This requires that a student neither facilitate academic dishonesty by others nor obstruct their academic progress
- Uphold the canons of the ethical or professional code of the profession for which he or she is preparing.

Adherence to these principles is necessary in order to insure that:

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments
- all student work is fairly evaluated and no student has an inappropriate advantage over others
- the academic and ethical development of all students is fostered
- The reputation of the University for integrity in its teaching, research, and scholarship is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld.

STUDENT CODE OF CONDUCT:

Violations of the Student Code of Conduct are considered serious infractions of student behavior and subject to penalties relative to the level of the matter. Students may not disturb normal classroom procedures by distracting or disruptive behavior. Examples of disruptive behavior include, but are not limited to, the following:

- Repeatedly leaving and entering the classroom without authorization
- Answering cellular phone or allowing pager to beep
- Making loud or distracting noises
- Repeatedly speaking without being recognized, interrupting the instructor or other students, or otherwise acting in disregard of the instructor's requests

· Resorting to physical threats or violence directed toward the instructor or other students.*

*Physical threats or violence are a violation of the University's Code of Student Conduct and incidents should be referred to the Dean of Students immediately. Please consult "Standards of Classroom Behavior," in The University Code of Student Conduct

<http://studentconduct.rutgers.edu/files/documents/UCSCJuly2011.pdf>

and the University's "Policy against Verbal Assault, Defamation and Harassment"

<http://studentconduct.rutgers.edu/files/documents/PolicyAgainstVerbalAssault.pdf>

for further information.

STUDENTS WITH DISABILITIES:

DISABILITY SERVICES

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation: <https://ods.rutgers.edu/students/documentation-guidelines>.

If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a Letter of Accommodations. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. To begin this process, please complete the Registration form on the ODS web site at: <https://ods.rutgers.edu/students/registration-form>.

Rutgers-Camden Disability Services:

Rutgers-Camden Learning Center

Armitage Hall, Room 240

311 North Fifth Street

Camden, NJ 08102-1405

Web page: <http://learn.camden.rutgers.edu/disability-services>

Phone: 856.225.6442

Fax: 856.225.6443

E-mail: tpure@camden.rutgers.edu

MISSED CLASSES:

If you miss a class you are responsible for obtaining the notes or any work missed. Most materials can be found on CANVAS. You are expected to be prepared for every class regardless of absences. Be sure you have two class “buddies” to contact. In the event of a school closure, an email will be sent through CANVAS with instructions for the next class.

ATTENDANCE:

Come to all classes on time, participate, and stay in class until the end. All students should sign in at the beginning of class. Failure to sign in will count as an absence. Signing in and leaving class or signing in another student is unacceptable and will count as an absence. Leaving the classroom for an extended period of time will be recorded as an absence. More than three (3) unexcused absences will lower your grade by 2 points for each additional absence.

APPOINTMENTS:

Appointments must be scheduled via email. If a scheduled appointment needs to be changed, contact should be made at least 24 hours prior to the appointment time.

EMAIL ETIQUETTE

This is a business course. Professional emails are expected, with “Marketing Principles” in the heading and a proper salutation (e.g. “Dear Professor”) and correct grammar and spelling.

CELL PHONE/LAPTOP POLICY

Cell phones are required to be on vibrate or silent while in class. If an emergency call comes in take it in the hallway. No texting or instant messaging during class. Phones may be used to access current event articles.

Laptops used for notetaking, current events - all in-class work is acceptable and encouraged. Should a student use the device for other purposes during class they may be asked to leave forfeiting that day’s attendance and assignments.

No picture taking of materials projected on the screen or recording of class may be taken at any time.

CLASS PARTICIPATION:

Any class is better when students participate. Class discussions are an excellent way to learn from each other. You are expected to participate in the current events discussions and topic discussions; your contributions are expected to help the class learn and understand the topics under consideration. A lack of participation may be reflected in the final grade.

Negative participation (disruption, sleeping, reading, texting, etc.) detracts from everyone's time; points may be deducted.

INSTRUCTION METHOD

The class will be taught as a combination of lectures, discussions and projects. Students are expected to be familiar with the assigned readings before class. Students are expected to carefully prepare for each class session and appropriately fulfill the assigned.

CLASS MATERIALS

- Required Text: *Ferrell & Hartline – Marketing Strategy: Text + Cases, 6e*, Cengage 2014
- Required Class Website: *Canvas*
- Suggested Readings: *Wall Street Journal, New York Times, Fast Company, Business Week*

COURSE PREPARATION:

- CANVAS is being used for this course. You are expected to check the site on a regular basis.
- It is the student’s responsibility to ensure the email address associated with this program is one that is checked frequently.
- All communications outside of class will be through this method.

- Course materials can be found on this site.
- All grades will be posted in Grades. It is the student's responsibility to continuously check Grades. If there are any questions or discrepancies they should be discussed within a week from the date of grades posted, with the exception of finals. After a week from being posted, assignment grades become permanent. Grades will be tallied, attendance incorporated, and final grades submitted to the Registrar shortly after the last class. Grades will not be changed for items occurring before the last class.
- It is the student's responsibility to track their own attendance.
- Any questions should be presented by email prior to the last class.

COURSE REQUIREMENTS:

PROJECTS – There will be three group projects and one individual project. Projects are presentations. Project outlines are found on CANVAS.

CURRENT EVENTS – There will be five current event discussions. Topics are outlined on CANVAS.

SPEAKER QUESTIONS – There will be one guest speaker. These are to be posted on CANVAS prior to the speaker's scheduled date and by the due date and time. Questions should relate to class topic, the speaker's company and area of expertise.

LATE ASSIGNMENTS & MAKE-UPS

Projects: If a project is late it will drop a full letter grade from the grade that is earned. Papers or emailed presentations are not accepted. Emergencies must be verified with appropriate documentation.

Current events: Cannot be made up because it is the topic currently being discussed. Failure to discuss an article the day it is due will result in a zero grade for the assignment.

Guest Speaker Questions: Questions submitted late but before the speaker's visit will receive half credit. Questions submitted after the speaker's visit will not receive any credit.

PROJECTS:

- Project grades are based on effort, subject knowledge, presentation skills and creativity.
- All projects are due at the start of class. Projects may be presented during the class for which it is due, the subsequent class or previous class. A project may not be presented more than one class meeting late.
- To receive a grade for the project, the project must be presented during class. At no time should an assignment be sent to the Professor through email.
- The project must be presented as a group – no exceptions.
- If one group member does not come to class, the other group members may decide to present without the missing group member giving the missing group member a zero for the project OR the entire group may take the subsequent class one full letter grade drop.
- The project outline is the rubric. Each bullet must be addressed. Points will be lost for those not discussed.
- Leaving class, without prior arrangements, before all students complete project presentations will affect your project grade.

CURRENT EVENTS:

- The source of these articles may be from any of a number of published legitimate news source including newspapers, internet, business publications, or trade publications.
- Articles should be no more than six months old.
- For each current event assignment each student is required to bring three articles to class that pertain to the topic being discussed.
- Each topic can be found on Current Events outline and on the syllabus with the date it is due.
- Each student will be required to discuss the content of one article. Three are required to ensure enough material is on hand in case another student presents the same article.

EXTRA CREDIT

NO EXCEPTIONS – extra credit will not be offered

WEIGHTED COURSE REQUIREMENTS:

Current Events (5) – 25%
Guest Speaker Questions (1) – 5%
Individual Case Study Project – 15%
Group Corporate Social Responsibility Project 20%
Group Product Proposal – 10%
Group Marketing Plan – 25%

GRADING:

100% - 90% = A
89% - 85% = B+
85% - 80% = B
79% - 75% = C+
74% - 70% = C
69% - 65% = D
Less than 65% = F

Course Outline and Assignments

January 18	Course introduction, Form groups
January 25	Chapter 1 Marketing in Today's Economy Current Events 1 – Marketing and the economy
February 1	Chapter 8 Ethics and Social Responsibility in Marketing Strategy Product Proposal Presentation
February 8	Chapter 2 Strategic Marketing Planning Current Events 2 - Corporate Social Responsibility
February 15	Chapter 3 Collecting and Analyzing Marketing Information Case Study presentation (3)
February 22	Corporate Social Responsibility Project Presentations
March 1	Chapter 4 Developing Competitive Advantage and Strategic Focus Case Study presentation (3)
March 8	Chapter 5 Customers, Segmentation, and Target Marketing Current Events 3 - Market Research, Competitive Advantage, Target Markets
March 15	NO CLASS – SPRING BREAK
March 22	Guest Speaker Case Study presentation (3)
March 29	Chapter 6 The Marketing Program Case Study presentation (2)
April 5	Chapter 7 Branding and Positioning Current Events 4 - Branding and Positioning
April 12	Chapter 9 Marketing Implementation and Control Case Study presentation (2)

April 19 Chapter 10 Developing and Maintaining Long-Term Customer Relationship
Case Study presentation (3)

April 26 Case Study presentation (4)
Current Events 5 - Implementing Marketing promotions & strategies, customer relationships

May 3 Marketing Plan presentations

Note: Instructor reserves the right to make adjustments to this syllabus as deemed necessary during the progress of the course.