



## **Strategic Marketing Planning**

**52:630:403:90: 08194**

**Term: Spring 2025**

**Mode of delivery: *Online - Asynchronous***

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Office Hours: By appointment

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### **Key Spring 2025 Dates:**

Spring 2025 classes begin	Tuesday, January 21st
Last day to withdraw with a "W"	Monday, April 21st
Last day of classes	Monday, May 5th
Final Exam period	Thursday, May 8 <sup>th</sup> – Wednesday, May 14th

### **Course Description:**

**Strategic Marketing Planning (3 Credits):** 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. Prerequisites: 50:960:183 or 283, 50:960:284, and 52:630:201.

### **Course Learning Objectives**

Some of the skills I hope you will learn throughout the course include:

1. How to describe the difference between a business plan and a strategic marketing plan.
2. Discussing and creating major elements of a strategic marketing plan.
3. Identifying the major differences between a strategic plan and a tactical plan.
4. Communicating complex ideas effectively and accurately in a range of context

### **School of Business-Camden Program Learning Goals**

#### ***Critical Thinking and Analytical Decision Making***

*Students will be able to critically use information and data to analyze, interpret, and solve business problems.*

#### ***Communication Impact and Effectiveness***

*Students will demonstrate effective oral presentation and written language skills.*

**Ethical Reasoning**

*Students will realize that organizations and their actions affect different stakeholders; they will demonstrate the ability to identify and weigh the ethical implications of these actions.*

**Teamwork and Interpersonal Relations**

*Students will develop interpersonal skills and demonstrate the ability to work effectively in teams.*

**Course Materials:**

Narrated lectures, readings, and other posted material is available on the class Canvas site. This course uses various periodicals and websites as a supplement.

**How to succeed in this course**

- Read all text material assigned for each class
- Follow instructions in all assignments
- Start assignments early and get feedback from the instructor
- Consult/meet with the professor immediately when you need help.
- If an online tool is used (Canvas, specific software, etc.) ensure that you can access and use it appropriately.

**Diversity Statement**

This class strives to be an inclusive community, learning from the many perspectives that come from having differing backgrounds and beliefs. As a community, we aim to be respectful to all. We reject all forms of prejudice and discrimination, including but not limited to those based on age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, and veteran status. Faculty and students are expected to commit to creating an environment that facilitates inquiry and self-expression, while also demonstrating diligence in understanding how others' viewpoints may be different from their own.

Our goal as a learning community is to create a safe environment that fosters open and honest dialogue. We are all expected to contribute to creating a respectful, welcoming, and inclusive environment. To this end, classroom discussions should always be conducted in a way that shows honor, respect, and dignity to all members of the class. Moreover, disagreements should be pursued without personal attack and aggression, and instead, should be handled with grace and care. This will allow for rigorous intellectual engagement and a deeper learning experience for all.

**Pronouns**

This course affirms people of all gender expressions and gender identities. Feel free to correct me on your preferred gender pronoun. If you have any questions or concerns, please do not hesitate to contact me.

**COMMUNICATION and USE OF CANVAS****EMAIL- USE YOUR RUTGERS EMAIL ADDRESS**

All communications to students will be done using the Rutgers email address provided to you. Please forward your Rutgers email to your personal email if necessary.

**Not checking your Rutgers email is not an excuse for missing any communications.**

**CANVAS**

Canvas is the learning management system used for this course. Posted will be the syllabus, resources, Power Point slides, announcements, guides, and other necessary materials. To access this system, go to <http://canvas.rutgers.edu> log in, and click on the course in the dashboard. For technical support, call 833-648-4357 or email [help@camden.rutgers.edu](mailto:help@camden.rutgers.edu).

## **COMMUNICATION**

### **Class Materials:**

All class materials can be obtained via Canvas. Note that the PowerPoint class materials for a particular week will be posted by noon on Monday, usually one week ahead of schedule (except for the first week or two.) You are strongly encouraged to access this course via Canvas several times a week. The class seamlessly “runs” through from day 1 (Monday) thru day 7 (Sunday), the day all work must be completed.

### **Professor Communication:**

Note all full class correspondence will be posted in the Canvas Announcements section. During the week, I will try reply to all e-mails or texts within 24 hours. If you do not hear from me within 48 hours, please re-send your request. I will do my best to adhere to these guidelines; I ask that you do the same if I contact you directly. While I will make every effort to be responsive to your needs, please be respectful of my availability.

## **CLASSROOM POLICIES**

### Exam, Quizzes, Assignment Make-up Policy

**Make-up Work Policy:** If, for a university-approved reason, you cannot complete a quiz, assignment, or exam during the scheduled time, you must give me written notice via email (jmc91@camden.rutgers.edu) at least one week in advance so that other arrangements can be made. If the situation does not allow for advance notification (e.g., emergency hospitalization), contact me as soon as possible after the missed work and provide written documentation. The ability to make up work for non-university approved reasons is not guaranteed. The professor reserves the right to request written documentation to support your absence (such as a doctor's note, an obituary, or military orders).

**Late Work Policy:** All work must be completed and uploaded to Canvas by the specified due date (with the exception of a university-approved, documented, and professor or Dean of Students verified reason; see Make-up Work Policy above). Any work submitted after the due date and time will receive a reduction of one full letter grade for each day that it is late.

**Incompletes:** "Incompletes" will only be given through prior consultation, under extreme circumstances, and when completion of the course requirements in question would substantially improve your grade. In the rare event when an “incomplete” is given, you must submit all of the agreed-upon work to me by the Rutgers registrar deadline to avoid the “incomplete” converting to an “F”: <https://registrar.camden.rutgers.edu/gradeinstruction#incomplete>.

## **Assessments**

1. Quizzes (3 @ 15 points each = 45 points)- There will be 4 quizzes each worth ten points throughout the semester. The windows will open after class on Wednesdays and will be due by Sunday night at 11:59 pm. Quizzes will be available in Canvas.
2. Discussion Questions (15 @ 2 points each= 30 points)- There will be weekly discussion questions (there are two for week one. You will need to post your answers to the question then respond to at least one other student's post to gain full credit. These questions are personal reflection, no sourcing is required unless you used outside sources for the basis of your post.
3. Group Assignment (30 points, 10 points for in class presentation, 15 points for paper)- There will be a small group (3-4 person teams) that create a strategic marketing plan for a Camden based business. The group must use the tactics taught in class create the plan. Presentations need to be 10 minutes with each team member presenting. The paper is capped at 6 pages plus one page for a bibliography. A strategic planning format will be provided in Canvas.

## **Course Grading**

The assignment of final grades, the course requirements will be weighted approximately as follows:

First Quiz .....	15%
Second Quiz .....	15%
Third Quiz .....	15%
Group assignment .....	15%
Group presentation.....	10%
Discussion participation .....	30%

### Final Grade Ranges

A Highest grade (90% and above)  
 B+ Work of distinction (84.5% to 89.4%)  
 B Work of distinction (79.5% to 84.4%)

C+ Average work (74.5% to 79.4%)  
 C Average work (69.5% to 74.4%)  
 D Passing, but unsatisfactory (60% to 69.4%)  
 F Failure without credit (Below 60%)

## **Disability Services/Accommodations**

The University is committed to supporting the learning of all students and faculty will provide accommodations as indicated in a Letter of Accommodation issued by the Office of Disability Services (ODS). If you have already registered with ODS and have your letter of accommodations, please share this with me early in the course. If you have or think you have a disability (learning, sensory, physical, chronic health, mental health or attentional), please contact <https://success.camden.rutgers.edu/disability-services>.

Accommodations will be provided only for students with a letter of accommodation from ODS. Their services are free and confidential. Letters only provide information about the accommodation, not about the disability or diagnosis.

## **Academic Integrity**

The Academic Integrity policy can be found at <https://studentconduct.rutgers.edu/processes/university-code-student-conduct> <http://studentconduct.rutgers.edu/student-conduct-processes/academic-integrity/>

***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.

Academic Integrity means that you (the student) must:

- 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 your own in a course activity is your own and not from someone else
- obtain all data or results by ethical means and report them accurately
- treat all other students fairly with no encouragement of academic dishonesty

Adherence to these principles is necessary in order to ensure 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 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.

## **Artificial Intelligence Use**

### **Acceptable and Unacceptable Use of AI**

The use of generative AI tools (e.g. ChatGPT, Dall-e, etc.) is permitted in this course for the following activities:

- Brainstorming and refining your ideas
- Fine tuning your research questions
- Finding information on your topic
- Drafting an outline to organize your thoughts
- Checking grammar and style

The use of generative AI tools is not permitted in this course for the following activities:

- Impersonating you in classroom contexts, such as by using the tool to compose discussion board prompts assigned to you or content that you put into a Zoom chat
- Completing group work that your group has assigned to you, unless it is mutually agreed upon that you may utilize the tool
- Writing a draft of a writing assignment
- Writing entire sentences, paragraphs, or papers to complete class assignments

You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Your use of AI tools must be properly documented and cited to stay within university policies on academic honesty. Any assignment that is found to have used generative AI tools in unauthorized ways based on guidelines in this syllabus, will be subject to report of a violation of Academic Integrity and thus the appropriate adjudication. When in doubt about permitted usage, please ask for clarification.

## **Code of Student Conduct**

Rutgers University-Camden seeks a community that is free from violence, threats, and intimidation; is respectful of the rights, opportunities, and welfare of students, faculty, staff, and guests of the University; and does not threaten the physical or mental health or safety of members of the University community, including in classroom space.

As a student at the University, you are expected adhere to the Code of Student Conduct.

To review the code, go to the Office of Community Standards:

<https://deanofstudents.camden.rutgers.edu/student-conduct>

Note that the conduct code specifically addresses disruptive classroom conduct, which means *"engaging in behavior that substantially or repeatedly interrupts either the instructor's ability to teach or student learning. The classroom extends to any setting where a student is engaged in work toward academic credit or satisfaction of program-based requirements or related activities."*

## **Expectations of Classroom Civility (online or in-person)**

*(source: the Assoc of College and University Educators)*

The following protocols on the codes of behavior reflect professional business norms on manners, courtesy, and respect. ***(In general, you should treat others as you would like others to treat yourself. Be mindful that what is acceptable in a text or chatroom with friends may not be appropriate in a classroom or in an online conversation with an instructor.)***

This could also include a statement regarding what your students can expect from you (*example: I will be prepared and on time for class; I will respect you and your opinions*).

- Classroom attendance is a necessary part of this course; therefore, (include specific requirements and any impact on grades).
- You are expected to do your own work. Cheating, plagiarism, and any other form of academic dishonesty will not be tolerated and will result in (include consequences).
- Meaningful and constructive dialogue is encouraged in this class and requires a willingness to listen, tolerance for different points of view, and mutual respect from all participants. All course members will be expected to show respect for individual differences and viewpoints at all times.
- The use of electronic devices can be disruptive to those around you. As a result, the use of such devices should be limited to class-related tasks.

### Projected Course Outline

	Topic	Discussions
Module 1:	Strategic Marketing Course Overview	Introduction Discussion
Jan. 23- Feb. 4	Business Planning 101	Comment on Element of Business Planning Process
	Purpose of Strategic Marketing Plan	Comment on Element of Strategic Marketing Process
	Key Elements- Summary	
Module 2:	4 Ps- What are You Selling/Making	Hardest "P" to project
Feb. 5- Feb. 18	R&D Presentation	
	Target Market/Audience	Problems with defining Target Audiences
Module 3:	How Are You Going to Reach Them- Distribution Model	Where do you buy stuff
Feb. 19- Mar. 4	Can They Afford it- Pricing Model	
	What's It Going to Cost You- Budget Model	How do you budget
Module 4:	Will They Buy It- Consumer Research	How would you eliminate inventor's bias from research
Mar. 5- Mar. 25	Does It Make Sense- Competitive Analysis	How would you react if the project seems like a no go here?
	Spring Break	
Module 5:	How Will People Know About You- Traditional Ways	How Do You Learn about Products/Services
Mar. 26- Apr. 8	How Will People Know About You- New Marketing Ways	Who Do You "Trust" as Brand Ambassadors
Module 6:	Launch Day!	Have you ever "stayed out" for a product launch
Apr. 9 – 22	Did It Work- Marketing Metrics	How do you "measure" success
Module 7:	Revisions to the Plan- Adjustments Necessary	How do you "pivot"
April 23- May 7	Tying It All Together- Or How I Use This to Get a Job	Best lesson or how to improve course