

## MKG440: Strategic Marketing

**Credit Hours:** 3

**Contact Hours:** This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

### Course Description and Outcomes



#### Course Description:

This course provides students with advanced marketing theories and hands-on application of various new opinions in the marketing field. Students learn to formulate sales and marketing decisions while considering such factors as, consumer behavior/buying patterns, marketing variables, and global marketing issues from an integrated marketing communications perspective.

#### Course Overview:

Strategic Marketing provides students with advanced marketing theories and hands-on application of various new opinions in the marketing field. Students learn to formulate sales and marketing decisions while considering such factors as consumer behavior/buying patterns, marketing variables, and global marketing issues from an integrated marketing communications perspective. The course is designed around contemporary case studies of companies that have succeeded and that have failed in the planning or implementation of marketing strategies. These studies are juxtaposed against and integrated with internal and external influences on a firm including profitability and ethical decision making. Students are encouraged to apply research skills and critical thinking learned throughout their education in discussion, essays and a final portfolio project.

#### Course Learning Outcomes:

1. Explain fundamental marketing concepts and illustrate their role in strategic planning.
2. Describe marketing data that support the development of an organization's marketing strategies.
3. Explain buyer behavior and market segmentation.
4. Illustrate and explain marketing strategies that align with an organization's mission, goals, and objectives.
5. Explain and compare marketing strategy and implementation.
6. Appraise an organization's strategic marketing plan and assess its strengths and weaknesses.

### Participation & Attendance



Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

## Course Materials



**Textbook Information is located in the CSU-Global Booklist on the Student Portal.**

## Course Schedule



### Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- Discussion Boards: The original post must be completed by Thursday at 11:59 p.m. MT and Peer Responses posted by Sunday 11:59 p.m. MT. Late posts may not be awarded points.
- Opening Exercises: Take the opening exercise before reading each week's content to see which areas you will need to focus on. You may take these exercises as many times as you need. The opening exercises will not affect your final grade.
- Mastery Exercises: Students may access and retake mastery exercises through the last day of class until they achieve the scores they desire.
- Critical Thinking: Assignments are due Sunday at 11:59 p.m. MT.
- Live Classroom: Although participation is not required, Live Classroom sessions are held during Week 2 and Weeks 5 or 6. There are two total sessions.

Week #	Readings	Assignments
1	<ul style="list-style-type: none"> <li>• Chapter 1 in <i>Marketing Strategy</i></li> </ul>	<ul style="list-style-type: none"> <li>• Discussion (25 points)</li> <li>• Opening Exercise (0 points)</li> <li>• Mastery Exercise (10 points)</li> <li>• Critical Thinking (50 points)</li> </ul>
2	<ul style="list-style-type: none"> <li>• Chapters 2 and 9 in <i>Marketing Strategy</i></li> <li>• Cady, S. H., Wheeler, J. V., DeWolf, J., &amp; Brodke, M. (2011). Mission, vision, and values: What do they say? <i>Organization Development Journal</i>, 29(1), 63-78.</li> </ul>	<ul style="list-style-type: none"> <li>• Discussion (25 points)</li> <li>• Opening Exercise (0 points)</li> <li>• Mastery Exercise (10 points)</li> <li>• Critical Thinking (75 points)</li> </ul>
3	<ul style="list-style-type: none"> <li>• Chapter 3 in <i>Marketing Strategy</i></li> <li>• O'Connell, A. (2010). Reading the public mind. <i>Harvard Business Review</i>, (88)10, 27-29.</li> </ul>	<ul style="list-style-type: none"> <li>• Discussion (25 points)</li> <li>• Opening Exercise (0 points)</li> <li>• Mastery Exercise (10 points)</li> </ul>

		<ul style="list-style-type: none"> <li>points)</li> <li>Portfolio Milestone (25 points)</li> </ul>
4	<ul style="list-style-type: none"> <li>Chapter 4 in <i>Marketing Strategy</i></li> <li>ARAMARK Corporation SWOT Analysis. (2013). <i>ARAMARK Corporation SWOT Analysis</i>, 1-9.</li> <li>FedEx Corporation SWOT Analysis. (2013). <i>FedEx Corporation SWOT Analysis</i>, 1-9.</li> <li>Intuit, Inc. SWOT Analysis. (2013). <i>Intuit, Inc. SWOT Analysis</i>, 1-8.</li> </ul>	<ul style="list-style-type: none"> <li>Discussion (25 points)</li> <li>Opening Exercise (0 points)</li> <li>Mastery Exercise (10 points)</li> <li>Critical Thinking (75 points)</li> <li>Live Classroom (0 points)</li> </ul>
5	<ul style="list-style-type: none"> <li>Chapters 5 and 10 in <i>Marketing Strategy</i></li> <li>Michałowska, M., Kotylak, S., &amp; Danielak, W. (2015). Forming relationships on the e-commerce market as a basis to build loyalty and create value for the customer. Empirical findings. <i>Management (1429-9321)</i>, 19(1), 57-72. doi:10.1515/manment-2015-0005</li> </ul>	<ul style="list-style-type: none"> <li>Discussion (25 points)</li> <li>Opening Exercise (0 points)</li> <li>Mastery Exercise (10 points)</li> <li>Critical Thinking (75 points)</li> </ul>
6	<ul style="list-style-type: none"> <li>Chapter 6 in <i>Marketing Strategy</i></li> <li>Keller, E. &amp; Fay, B. (2012). Word of mouth advocacy: A new key to advertising effectiveness. <i>Journal of Advertising Research</i>, 4,(52), 459-464. DOI: 10.2501/JAR-52-4-459-464</li> </ul>	<ul style="list-style-type: none"> <li>Discussion (25 points)</li> <li>Opening Exercise (0 points)</li> <li>Mastery Exercise (10 points)</li> <li>Critical Thinking (95 points)</li> <li>Portfolio Milestone (25 points)</li> </ul>
7	<ul style="list-style-type: none"> <li>Chapter 7 in <i>Marketing Strategy</i></li> <li>Kohli, C., Thomas, S., &amp; Suri, R. (2013). Are you in good hands? Slogan recall: what really matters. <i>Journal of Advertising Research</i>, (53)1, 31-42.</li> </ul>	<ul style="list-style-type: none"> <li>Discussion (25 points)</li> <li>Opening Exercise (0 points)</li> <li>Mastery Exercise (10 points)</li> </ul>
8	<ul style="list-style-type: none"> <li>Chapter 8 in <i>Marketing Strategy</i></li> <li>Talay, M. B., Townsend, J. D., &amp; Yenyurt, S. (2015). Global brand architecture position and market-based performance: The moderating role of culture. <i>Journal of International Marketing</i>, 23(2), 55-72.</li> </ul>	<ul style="list-style-type: none"> <li>Discussion (25 points)</li> <li>Opening Exercise (0 points)</li> <li>Mastery Exercise (10 points)</li> <li>Portfolio (300 points)</li> </ul>

## Assignment Details



This course includes the following assignments/projects:

### Module 1

#### Critical Thinking (50 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

### **Option #1: The Relevance of Marketing Strategy for Social Media Sites**

A sound marketing strategy is vital to the success of an organization in today's rapidly changing business climate. In this critical thinking assignment, you will compare and contrast the overall marketing strategies of two social media sites.

Using the information learned in Chapter 1, answer the following questions in a 2 – 3-page paper supported by at least two scholarly references and one additional credible source in addition to the textbook:

- (1) Determine the specific strategies your two social media sites employed to build successful social network sites (SNS).
- (2) Examine why one site has a larger following than the other and how it relates to their marketing strategy.
- (3) Suggest at least two different marketing strategies the second site could implement to increase its follower base.

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Document formatting and source citations should be in conformity with *CSU-Global Guidelines for Writing and APA Style*.

### **Option #2: The Relevance of Marketing Strategy for a New Social Media Site**

The organization that you are currently working for is going to invest in a new social media site that you have proposed. Your job as the marketing manager is to present the overall marketing strategy for the new social media site to the board of directors for a final decision. You are encouraged to be creative with your social networking site idea; the concept is entirely up to you. Think of what the current social media market might need.

Using the information learned in Chapter 1, answer the following questions in a 2 – 3-page paper supported by at least two scholarly references and one additional credible source in addition to the textbook:

- 1) Determine the specific strategies your new social media site will employ to build successful social network sites (SNS).
- 2) Examine why your potential primary competitor has a large following and how it relates to their marketing strategy.
- 3) Suggest at least two different marketing strategies the new social networking site could implement to increase its follower base.

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course.

## **Module 2**

### **Critical Thinking (75 points)**

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### **Option #1: Illustrate and Appraise a Changed Marketing Strategy**

Find a recent (published in the past six months) news article about a company that successfully changed its marketing strategy. In a 2 – 3-page paper supported by at least three scholarly journals, address the following.

- 1) Examine the reasons for the marketing strategy change.
- 2) Determine how the organization approached the development and implementation of the change.
- 3) Assess if the change was successfully implemented. Back up your answer with statistics from the company's performance or with reviews about the company in the news or trade press.

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Document formatting and source citations should be in conformity with *CSU-Global Guidelines for Writing and APA Style*.

#### **Option #2: Mission Statement and Marketing Strategy**

Find a mission statement from two different companies. In a 2 – 3-page paper supported by at least three scholarly journals, address the following.

- 1) Examine the current marketing strategy.
- 2) Determine if the current mission statement aligns with the current marketing strategy.
- 3) Make one suggestions as to how the company can improve the alignment of their current mission statement with their current marketing strategy.

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Document formatting and source citations should be in conformity with *CSU-Global Guidelines for Writing and APA Style*.

## Module 3

### PORTFOLIO PROJECT MILESTONE (25 points)

#### Option #1: United States Marketing Strategy – Company Selection

Your Portfolio Project assignment is to prepare a well-written, 8 – 10-page marketing strategy for your company's introduction of a new product in the United States utilizing concepts learned in the course as a basis for your analysis. This week, you will turn in the name of the company you have selected for your portfolio project, along with an explanation of why you chose the company and what your specific focus will be in your strategy. Your final portfolio project is due at the end of Week 8.

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Document formatting and source citations should be in conformity with *CSU-Global Guidelines for Writing and APA Style*.

#### Option #2: International Marketing Strategy – Company Selection

Your Portfolio Project assignment is to prepare a well written, 8 – 10-page marketing strategy for your company's introduction of a product in an International market utilizing concepts learned in the course as a basis for your analysis. This week, you will turn in the name of the company you have selected for your portfolio project, along with an explanation of why you chose the company and what your specific focus will be in your strategy. Your final portfolio project is due at the end of Week 8.

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Document formatting and source citations should be in conformity with *CSU-Global Guidelines for Writing and APA Style*.

## Module 4

### Critical Thinking (75 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### Option #1: SWOT-Driven Strategic Planning (product-based company)

SWOT analysis is a comprehensive tool that helps managers develop a strategic focus for an organization's marketing efforts.

Using the information learned this week, generate a SWOT analysis on a product-based company of your choice, using its latest publicly available information along with research on the company's strategic position in the market.

In a well-written 2 – 3-page paper supported by at least one scholarly journal and two additional sources, you will:

- 1) Provide a brief summary of company's history.
- 2) Describe its strengths, weaknesses, opportunities, and threats, using specific examples and references.
- 3) Include a company video (such as an advertisement) as an example of its strategic focus.

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Document formatting and source citations should be in conformity with *CSU-Global Guidelines for Writing and APA Style*.

### **Option #2: SWOT-Driven Strategic Planning (service-based company)**

SWOT analysis is a comprehensive tool that helps managers develop a strategic focus for an organization's marketing efforts.

Using the information learned this week, generate a SWOT analysis on a service-based company of your choice, using its latest publicly available information along with research on the company's strategic position in the market.

In a well-written 2 – 3-page paper supported by at least one scholarly journal and two additional sources, you will:

- 1) Provide a brief summary of company's history.
- 2) Describe its strengths, weaknesses, opportunities, and threats, using specific examples and references.
- 3) Include a company video (such as an advertisement) as an example of its strategic focus.

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Document formatting and source citations should be in conformity with *CSU-Global Guidelines for Writing and APA Style*.

## **Module 5**

### **Critical Thinking (75 points)**

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### **Option #1: Managing Customer Relationships**

Delivering good value to customers requires that firms use CRM strategies to effectively manage relationships with customers, employees, supply chain partners, and external stakeholders.

In a well-written, 2 – 3-page paper supported by at least one scholarly journal and two additional sources explain why it is important for companies to shift their emphasis from acquiring customers to maintaining customers. Include these points in your discussion:

- 1) The financial implications of replacing rather than keeping customers.
- 2) The good will associated with having long-term relationships with all stakeholders.
- 3) Examples of companies that you believe use CRM well. Explain why you think so.

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Document formatting and source citations should be in conformity with *CSU-Global Guidelines for Writing and APA Style*.

#### **Option #2: Managing Non-profitable Customer Relationships**

Delivering good value to customers requires that firms use CRM strategies to effectively manage relationships with customers, employees, supply chain partners, and external stakeholders.

In a well-written, 2 – 3-page paper supported by at least one scholarly journal and two additional sources explain why there may come a time when a company has to drop a customer. Include these points in your discussion:

- 1) The financial implications of no longer doing business with a customer.
- 2) The impact of good will associated with letting certain customers go.
- 3) Examples of customers a company may no longer do business with.

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Document formatting and source citations should be in conformity with *CSU-Global Guidelines for Writing and APA Style*.

## Module 6

### Critical Thinking (95 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### Option #1: Advertising

It is important that companies reach their target markets with their advertising message. If an advertising campaign is not properly executed and implemented, marketing dollars will be wasted.

In a well-written, 2 – 3-page paper supported by at least one scholarly journal and two additional sources select a current advertising campaign that you feel reaches its target market.

- 1) Determine who the target market is for this advertising campaign.
- 2) Using the AIDA model determine how the advertising campaign aligns with this model.
- 3) Suggest two improvements to the advertising campaign.
- 4) Provide a link to the advertising.

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Document formatting and source citations should be in conformity with *CSU-Global Guidelines for Writing and APA Style*.

#### Option #2: Promotion

It is important that companies reach their target markets with their promotions. If a promotion is not properly executed and implemented, marketing dollars will be wasted.

In a well-written, 2 – 3-page paper supported by at least one scholarly journal and two additional sources select a current promotion that you feel reaches its target market.

- 1) Determine who the target market is for this promotion.
- 2) Using the AIDA model determine how the promotion campaign aligns with this model.
- 3) Suggest two improvements to the promotion.
- 4) Provide a link to the promotion.

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Document formatting and source citations should be in conformity with *CSU-Global Guidelines for Writing and APA Style*.

### PORTFOLIO PROJECT MILESTONE (25 points)

#### Option #1: United States Marketing Strategy – Outline

Your Portfolio Project assignment is to prepare a well-written, 8 – 10-page marketing strategy for your company's introduction of a new product in the United States utilizing concepts learned in the course as a basis for your analysis. This week, you will turn in an outline of the portfolio project marketing strategy. Your final portfolio project is due at the end of Week 8.

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Document formatting and source citations should be in conformity with *CSU-Global Guidelines for Writing and APA Style*.

#### Option #2: International Marketing Strategy – Outline

Your Portfolio Project assignment is to prepare a well-written, 8 – 10-page marketing strategy for your company's introduction of a new product in the United States utilizing concepts learned in the course as a basis for your analysis. This week, you will turn in an outline of the portfolio project marketing strategy. Your final portfolio project is due at the end of Week 8.

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Document formatting and source citations should be in conformity with *CSU-Global Guidelines for Writing and APA Style*.

## **Module 8**

### **Portfolio Project (300 Points)**

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### **Option #1: United States Marketing Strategy**

You have chosen a U.S.-based company to analyze and turned in an outline. Now it is time to prepare a well-written, 8 – 10-page marketing strategy for your company's introduction of a new product in the United States utilizing concepts learned in the course as a basis for your analysis.

Your marketing strategy must include the following elements:

- 1) Introduction: Provide here the basic data about the company, including information about the founder, type of business or industry, product lines, market share, and size.
- 2) Explain the company's mission, goals, and corporate strategy.
- 3) Provide a rationale for your new product supported by industry information.
- 4) Present an overview of your marketing strategy and justify your reasoning.
- 5) Explain how you will align the 4P's, 5C's, and STP to the marketing strategy.
- 6) Provide short-term and long-term measures to determine the success of the marketing strategy.

Your marketing strategy should demonstrate thoughtful consideration of the concepts presented in the course and your ability to analyze and develop an organization's marketing strategy. It should reflect scholarly writing and cite a minimum of five peer-reviewed sources. Document formatting and source citations should be in conformity with *CSU-Global Guidelines for Writing and APA Style*.

#### **Option #2: International Marketing Strategy**

You have chosen a U.S.-based company to analyze and turned in an outline. Now it is time to prepare a well-written, 8 - 10 page marketing strategy for your company's introduction of a product in an International market utilizing concepts learned in the course as a basis for your analysis.

Your marketing strategy must include the following elements:

- 1) Introduction: Provide here the basic data about the company, including information about the founder, type of business or industry, product lines, market share, and size.
- 2) Explain the company's mission, goals, and corporate strategy.
- 3) Provide a rationale for your product introduction in an international market supported by industry/country information.
- 4) Present an overview of your marketing strategy and justify your reasoning.
- 5) Explain how you will align the 4P's, 5C's, and STP to the marketing strategy.



- 6) Provide short-term and long-term measures to determine the success of the marketing strategy.

Your marketing strategy should demonstrate thoughtful consideration of the concepts presented in the course and your ability to analyze and develop an organization's marketing strategy. It should reflect scholarly writing and cite a minimum of five peer-reviewed sources. Document formatting and source citations should be in conformity with *CSU-Global Guidelines for Writing and APA Style*.

## Course Policies



### Course Grading

20% Discussion Participation  
0% Opening Exercises  
0% Live Classroom  
8% Mastery Exercises  
37% Critical Thinking Assignments  
35% Final Portfolio Paper

### Grading Scale and Policies

A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

### In-Classroom Policies

For information on late work and incomplete grade policies, please refer to our [In-Classroom Student Policies and Guidelines](#) or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

### Academic Integrity

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /re-purposing your own work (see *CSU-Global Guide to Writing and APA Requirements* for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and Internet resources.

### Citing Sources with APA Style

All students are expected to follow the *CSU-Global Guide to Writing and APA Requirements* when citing in APA (based on the *APA Style Manual*, 6th edition) for all assignments. For details on CSU-Global APA style, please review the [APA resources](#) within the CSU-Global Library under the "APA Guide & Resources" link. A link to this document should also be provided within most assignment descriptions on your course's Assignments page.

### Disability Services Statement

CSU-Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email [ada@CSUGlobal.edu](mailto:ada@CSUGlobal.edu) for additional information to coordinate reasonable accommodations for students with documented disabilities.

### Netiquette

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom.

If you have concerns about something that has been said, please let your instructor know.

SAMPLE