

**BSB 774: MARKETING STRATEGY**  
**Spring Semester, 2017**

**David Aron, PhD**

Office: Fine Arts 220-B

Office Hours:

Before and after class and by appointment

Office Phone: (708) 524-6681

Email: [daron@dom.edu](mailto:daron@dom.edu) (the best way to reach me)

Cell Phone: (312) 898-1972

LinkedIn: <http://www.linkedin.com/in/davidaron>

**Course description**

In this course we will examine the strategic and tactical options that managers must evaluate when conducting marketing activities and preparing marketing plans. We will look at the major activities managers must complete to make responsive decisions to the marketing environment, including market position, market share and future growth. We will use a variety of approaches to complete our course objectives.

**Prerequisite:** BSB 626 Marketing

**Meeting time/days and location:**

**First meeting:** Wednesday January 1<sup>st</sup> 6:30-9:30

Explanation:

TYPICALLY, our spring semester Monday class would start on the Wednesday before MLK Jr. Day.

HOWEVER, I will be teaching in Strasbourg, France (Je suis la laide américaine, je ne parle pas français) and therefore we will not meet until Monday, January 23<sup>rd</sup>. See below for what you should do during that week and a half between the 11<sup>th</sup> and the 23<sup>rd</sup> |

**Subsequent Meetings:** Mondays 6:30-9:30, from January 23<sup>rd</sup> through May 1<sup>st</sup>.

**Location:** Lewis room 312 (as of 12/28/16)

**Required texts and materials:**

- Peter, J.P. and Donnelly, J.H., Jr. (2014). *A Preface to Marketing Management* (14<sup>th</sup> ed.). New York: McGraw-Hill/Irwin.
- Marketing strategy-related book of your choice for an oral book report (popular press, not a text book) ... this will be part of a team “book club” exercise. More details on January 23<sup>rd</sup>.

Other cases and reading as assigned... **count on receiving before our first meeting.**

- ALSO!
  - You'll need to find a client for your semester project. I can offer ideas if you like. You have until Feb. 27<sup>th</sup> before we "officially" share this with the class, but sooner is better. We'll discuss this more on Jan. 23<sup>rd</sup>.
  - Other cases and readings as assigned.

### **Assessment of Student Learning:**

Your grade will be based upon your performance on the following measures:

- Course Participation and Professionalism
- Assignments
- Final report to client and to class
- Other assignments to be determined

### **Expected learning outcomes:**

The desired outcomes of this course include the development of your strengths in areas including:

- Understanding of marketing and marketing strategy concepts on a local and global level
- Analysis and synthesis of marketing environment and opportunities
- Problem recognition and problem solving
- Written and oral communications
- Team effectiveness
- Ethical awareness

### **Course Schedule (subject to change)**



Some specific dates, topics, and deadlines are still being confirmed and remain subject to change. However, I can tell you this:


- **Our semester begins on Wednesday January 11<sup>th</sup> 2017 even though we will not meet that night**
- Meetings will be on Mondays starting January 23<sup>rd</sup> 2017
- No meeting on March 6<sup>th</sup> for spring break
- There is no midterm or final exam
- Your final solo presentation will be 4/24 or 5/1, and final solo case study due 5/1
- I appreciate your flexibility and understanding regarding our schedule. While the class topic dates might change, I will do my best to keep all assignments and due dates as stable as possible

Preliminary due dates listed below. Details on assignments and due dates will be provided.

### Course Schedule (subject to change)

*Please have that evening's readings completed before our class meeting  
Additional reading material may be provided*

<p><b>1. Wednesday Jan 11: NO MEETING; details to be provided</b></p> <ul style="list-style-type: none"><li>- While we are apart, class members should take it upon themselves to participate in <b>TWO DISCUSSION BOARDS</b> on our class Canvas page:</li><li>- <b>A. Consider Amazon's entrance into the brick and mortar retail domain. What would a case study on this topic involve and include?</b></li><li>- <a href="https://dominicanu.instructure.com/courses/578440/discussion_topics/2000837">https://dominicanu.instructure.com/courses/578440/discussion_topics/2000837</a></li><li>- Access the case study creation discussion board through the above link or our Canvas site</li><li>-</li><li>- <b>B. We will create our own case studies for this course with our own clients and will therefore need to acquire information about them. Therefore, let's create a survey that each of you will use throughout the semester:</b></li><li>- <a href="https://dominicanu.instructure.com/courses/578440/discussion_topics/1992055">https://dominicanu.instructure.com/courses/578440/discussion_topics/1992055</a></li><li>- Access the survey discussion board through the above link or our Canvas site</li></ul>	
<p><b>2. MONDAY Jan 23: Overview, Survey completion</b></p> <ul style="list-style-type: none"><li>- READ: PD 1: Strategic Planning and the Marketing Management Process</li><li>- DUE: Your contribution to the class-created survey (see Canvas Module for week 1)</li></ul> <p><i>PD= Peter &amp; Donnelly text</i></p>	
<p><b>3. MONDAY Jan 30: Intellectual Nonsense</b></p> <ul style="list-style-type: none"><li>- READ: PD2: Marketing Research: Process and Systems for Decision Making</li><li>- READ: PD Section II (pp 215-228)</li><li>- READ: TBA re: Community</li><li>- Slice of Life Presentations</li></ul> <p><b>Guest Client: Gabe Perez &amp; Roberto Medina, Intellectual Nonsense</b> <a href="http://www.intellectualnonsense.com/">http://www.intellectualnonsense.com/</a> (click <a href="http://www.intellectualnonsense.com/all-episodes">http://www.intellectualnonsense.com/all-episodes</a> and search for Dave Aron to hear them interview me a couple of years ago)</p>	
<p><b>4. MONDAY Feb 6: CSC Consulting Group</b></p> <ul style="list-style-type: none"><li>- READ: PD12: The Marketing of Services</li><li>- READ: TBA re: Social Media Marketing Strategy</li><li>- Slice of Life Presentations</li></ul> <p><b>Guest Client: Caroline Crozier, CSC Consulting Group</b> <a href="http://www.cscconsultinggroup.com">http://www.cscconsultinggroup.com</a></p>	
<p><b>5. MONDAY Feb 13: Segmentation, Targeting, Positioning</b></p> <ul style="list-style-type: none"><li>- READ: PD3: Consumer Behavior</li><li>- READ: PD5: Market Segmentation</li><li>-</li><li>- DUE: Team IN D &amp; R (Debriefing and Reconnaissance)</li><li>- Slice of Life Presentations: Anouk, Krystal</li></ul>	

<p><b>6. MONDAY Feb 20: Social Media Marketing, Community Building</b></p> <ul style="list-style-type: none"> <li>- READ: Review material on SMM, Community</li> <li>- DUE: Team IN Draft 1</li> <li>- DUE: Team CSC D &amp; R (Debriefing and Reconnaissance)</li> <li>- Slice of Life Presentations: TBA</li> </ul>	
<p><b>7. MONDAY Feb 27: Product and Brand</b></p> <ul style="list-style-type: none"> <li>- READ: PD6: Product and Brand Strategy</li> <li>- READ: PD7: New Product Planning and Development</li> <li>- DUE: Team CSC Draft 1</li> <li>- DUE: Finalize Solo Clients for approval, begin to collect data</li> <li>- Slice of Life Presentations: TBA</li> </ul> <p><b>Guest Client: Kelly Stickel, Remodista</b>  <a href="http://www.remodista.com/">http://www.remodista.com/</a></p>	
<p><b>Mar 6: SPRING BREAK: NO MEETING</b></p>	
<p><b>Note: From this point on we may readjust our topic schedule to cover material from earlier in the semester</b></p>	
<p><b>8. MONDAY Mar 13: Communication Strategy</b></p> <ul style="list-style-type: none"> <li>- READ: PD8: Integrated Marketing Communications</li> <li>- DUE: Team IN Draft 2</li> <li>- DUE: Client Introductions and summarize survey results</li> <li>- DUE: Team Remodista D &amp; R (Debriefing and Reconnaissance)</li> <li>- Slice of Life Presentations: TBA</li> </ul>	
<p><b>9. MONDAY Mar 20: Pricing</b></p> <ul style="list-style-type: none"> <li>- READ: PD11: Pricing Strategy</li> <li>- READ: PD 4: Buying, Government, and Institutional Buying</li> <li>- DUE: Team Remodista Draft 1</li> <li>- DUE: Team CSC Draft 2</li> <li>- Slice of Life Presentations: TBA</li> </ul>	
<p><b>10. MONDAY Mar 27: Strategic Relationship Building</b></p> <ul style="list-style-type: none"> <li>- READ: PD9: Personal Selling, Relationship Building, and Sales Management</li> <li>- READ: TBA</li> <li>- DUE: Team IN Presentation</li> <li>- Slice of Life Presentations: TBA</li> </ul>	
<p><b>11. MONDAY Apr 3: Place/Presence</b></p> <ul style="list-style-type: none"> <li>- READ: PD10: Distribution Strategy</li> <li>- READ: PD13: Global Marketing</li> <li>- DUE: Team Remodista Draft 2</li> <li>- DUE: Team CSC Presentation</li> <li>- DUE: Team IN Case &amp; Client Notes</li> </ul>	

<p><b>12. MONDAY Apr 10: Satisfaction</b></p> <ul style="list-style-type: none"> <li>- READ: TBA</li>   <li>- DUE: Book Club hosted by Team IN</li> <li>- DUE: Book Club hosted by Team Remodista</li> <li>- DUE: Team CSC Case &amp; Client Notes</li> </ul>
<p><b>13. MONDAY Apr 17: Marketing Strategy Leadership</b></p> <ul style="list-style-type: none"> <li>- READ: TBA</li>   <li>- DUE: Book Club hosted by Team CSC</li> <li>- DUE: Team Remodista Presentation</li> </ul>
<p><b>14. MONDAY Apr 24: Final Presentations</b> For members of Team IN and Team CSC</p> <ul style="list-style-type: none"> <li>- DUE: Team Remodista Case &amp; Client Notes</li> </ul>
<p><b>15. MONDAY May 1: Final Presentations, all client-ready reports due</b> For members of Team Remodista and those who didn't go last week</p>

## Criteria for Assessment

Survey creation participation (1/11-1/23)	20
Course participation and professionalism <sup>1</sup>	120
Support during classmate presentations (4/24 & 5/1)	10
Your Slice of Life presentation ( <i>your date TBA</i> )	10
Team Debriefing and Reconnaissance ( <i>your team's date TBA</i> )	30
Team collaborative case study and client notes ( <i>your team's date TBA</i> )	50
Team oral book report & lesson ( <i>your team's date TBA</i> )	30
Solo Client Introduction and survey summary (3/13)	25
Final Solo Presentation on 4/24 or 5/1 <ul style="list-style-type: none"> <li>- 4/24: Members of Team IN and Team CSC</li> <li>- 5/1: Remaining IN and CSC members, members of Team Remodista</li> </ul>	50
All Final Solo Reports due 5/1	50
Confirmation of Delivery of client-ready Final Report <b>to Solo client</b> due 5/6	5
Total	400

Your grade, based on your percentage:

GRADE	%
A	95 or above
A-	90 or above
B+	87 or above
B	83 or above
B-	80 or above
C+	77 or above
C	73 or above
C-	70 or above
D	60 or above
F	below 60

<sup>1</sup> Up to 10 pts per meeting allowing for our in-class meetings (not including the final two weeks which are for individual presentations). This total allows for one missed class for personal or professional reasons. My expectations regarding your participation will be clarified at the start of spring semester