

**Sam Houston State University**  
**College of Business Administration**  
**Department of Management and Marketing**

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|-----------------------|---------------------------------------|
| <b>Course Number:</b> | <b>MKT 473</b>                        |
| <b>Course Title:</b>  | <b>Strategic Marketing Management</b> |
| <b>Prerequisites:</b> | MKT 371                               |
| <b>Instructor:</b>    | John J. Newbold                       |
| <b>Office:</b>        | SHB 236 P                             |
| <b>Phone:</b>         | 936-294-1274                          |
| <b>Email:</b>         | mkt_jjn@shsu.edu                      |
| <b>Office Hours:</b>  | MTWTF 8:00 AM – 10:00 AM              |
| <b>Required Text:</b> | <u>No text required</u>               |

**Course Description:** The primary purpose of this course is to provide a hands-on experience in the development and execution of marketing strategy. Students will learn to use both analytical and logical methods to develop a *Marketing Plan*.

**Course Objectives:** To develop an ability to develop an effective marketing plan. More specific objectives include:

- To review the essentials of marketing management;
- To understand the impact of strategic market decisions on the firm (those decisions regarding objectives, policies, strategies, and plans and controls);
- To concentrate on decision models found in practice and widely applicable by today's marketing managers;
- To develop students' insights into "real world" frustrations/rewards of making marketing decisions through real-world clients;
- To investigate the social, ethical and legal dimensions of marketing management.

**Class Format:** The primary forms of material presentation will be lecture, discussion, and the development of a marketing plan. Each student will contribute to a group 'wiki' project whereby a marketing plan will be constructed for a new product idea. Marketing strategy is a subject that is highly visible in the press and business organizations. You are encouraged to bring relevant issues from these sources to the attention of the class for discussion.

## **Grading/Evaluation:**

- ***Class Participation and Attendance*** Each student is required to participate in class discussions. Attendance is NOT enough. You must talk, make *intelligent* comments, and/or ask questions to achieve a "good" grade for participation (any comment that may demonstrate that you have not read the assignment will be *negatively* graded).
  - ***Note: Tardies are counted as absences!***
  - ***Note: 4 absences merits a participation score of 0***

| <b>Number of Absences</b> | <b>Points Earned<br/>(Out of 100)</b> |
|---------------------------|---------------------------------------|
| <i>2 or Less</i>          | <i>100</i>                            |
| <i>More than 2</i>        | <i>0</i>                              |

- ***Exams:*** There will be three exams; A Preliminary Exam, a Midterm Exam and a Final Exam. The Preliminary and Midterm Exams will be multiple choice and will cover the material on marketing strategy from previous classes and the textbook. The Final Exam will be short answer essay and will be related to the class project. It will entail reflecting upon the semester's activities.
- ***Group Wiki Marketing Plan:*** Students will form groups of no more than 3 persons to create a Marketing Plan for a new product idea developed by the group. This wiki project will be peer-reviewed twice in rough draft form during the term prior to being graded by the instructor as a finished product at the end of the term.

## **Grading/Evaluation Point Summary:**

|                         |                    |                     |
|-------------------------|--------------------|---------------------|
| <b>Grading Summary:</b> | Preliminary Exam   | 100 points          |
|                         | Mid-Term           | 300 points          |
|                         | Wiki Assessment #1 | 50 points           |
|                         | Final Exam         | 100 points          |
|                         | Participation      | 100 points          |
|                         | Wiki Assessment #2 | 50 points           |
|                         | Final Wiki Plan    | 200 points          |
|                         | Final Presentation | <u>100 points</u>   |
|                         | <b>Total</b>       | <b>1,000 points</b> |

There will be a peer evaluation form to be completed by all group members in regard to the Wiki Marketing Plan and its presentation. These will be considered in any modification of students' final grades on this segment of work.

|                       |                |
|-----------------------|----------------|
| <b>Grading Scale:</b> | 100% - 90% = A |
|                       | 89% - 80% = B  |
|                       | 79% - 70% = C  |
|                       | 69% - 60% = D  |
|                       | Below 60% = F  |

**Make up Exams:**

In order to qualify for a make-up exam, **the student must inform the instructor prior to the time of the exam**, via email or phone message, of their inability to take the exam at the assigned time. The make up exam will be the optional Comprehensive Final Exam. There will be no provision for making up a second missed exam. The student will receive a “0” for the second missed exam.

**Religious Holy Days Policy:**

Students who are absent from class for observance of a religious holy day will be allowed to take an examination or complete an assignment scheduled for that day within one week of returning to class. The student, not later than the 15<sup>th</sup> calendar day after the first day of the semester, must notify the instructor of each scheduled class day that he/she will be absent for a religious holiday.

**Disabled Student Policy:**

It is the policy of SHSU that no otherwise qualified disabled individual shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic, Student Life Program, or activity. Handicapped students may request academic assistance when needed from a Committee for Continuing Academic Assistance for Disabled Students by visiting the Director of the Counseling Center in the Lee Drain Building.

**Class Conduct:**

Smoking, drinking, eating and use of cell phones during class is prohibited.

**Academic Misconduct:**

All students who enroll at Sam Houston State agree to assume the responsibilities of citizenship in the campus community. Cheating will not be tolerated.

## Tentative Class Schedule

| <b>Date</b> | <b>Reading &amp; Lecture Assignment</b>            | <b>Wiki Project</b>                    |
|-------------|--|--|
| July 8      | Intro/ Review of Basic Marketing Principles        |  |
| July 9      | Pre- Exam  |  |
| July 10     | Lecture 1: Intro to The Marketing Plan Structure   |  |
| F July 11   | Lecture 2: Situation Analysis                      |  |
| July 14     | Kickoff of Wiki Project                            | Kick-off                               |
| July 15     | Lecture 3: Segmentation, Targeting and Positioning |  |
| July 16     | Lecture 4: Product Strategy Pt. I                  |  |
| July 17     | Lecture 5: Product Strategy PT. II                 |  |
| F July 18   | Work Day for Wiki                                  | Sections II, III and IV for assessment |
| July 21     | Lecture 5: Distribution Strategy                   |  |
| July 22     | Lecture 6: Price Strategy                          |  |
| July 23     | Lecture 7: Promo Strategy Pt. I                    |  |
| July 24     | Lecture 8: Promo Strategy Pt. II                   | Sections V and VI for assessment       |
| F July 25   | <b>CLASSES DO NOT MEET</b>                         |  |
| July 28     | Review for Midterm Exam                            |  |
| July 29     | Midterm Exam                                       |  |
| July 30     | Presentations I                                    |  |
| July 31     | Presentations II                                   |  |
| F Aug 1     | <b>CLASSES DO NOT MEET</b>                         |  |
| Aug 4       | Presentations III                                  | Final version of Wiki is due           |
| Aug 5       | Debrief on Wiki Projects/                          |  |
| Aug 6       | Review for Final Exam                              |  |
| Aug 7       | Final Exam   |  |