

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

Course Number:	MKT 473
Course Title:	Strategic Marketing Management
Prerequisites:	MKT 371
Instructor:	John J. Newbold
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Email:	mkt_jjn@shsu.edu
Office Hours:	MW 11:00 – 12:30, 3:30 – 4:30
Required Text:	<u>The Marketing Plan Handbook</u> , 3rd ed.; Marian Burk Wood; Prentice Hall

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**. In addition, the external/uncontrollable (e.g., social, ethical, legal) environments of marketing are important considerations covered in this course.

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 marketing plan and their presentations. Each student team (3 - 4 students) will make **professional** marketing plans and present the highlights of the plan to a real-world client. 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.

Class Competition: Each class will be divided into 10 -12 groups. Further, the 10 - 12 groups will be divided across 2 clients, so that 5 – 6 groups will be assigned to one client. Those 5 – 6 groups will then compete to arrive at the “winning” plan, as determined by the client, the instructor, and the students in class not working on that client’s project. Those students working on a winning marketing plan will be allowed to skip the Final Exam for the course. In each class, there will be two winning groups.

Grading/Evaluation:

- ***Class Participation and Attendance*** Each student is required to participate in class discussions (especially during student presentations). 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***

Number of Absences	Points Earned (Out of 100)
<i>3 or Less</i>	<i>100</i>
<i>More than 3</i>	<i>0</i>

Also factoring into the participation grade will be the weekly submission of group hours to the SBDC. This form must be submitted by a group representative each week. Failure to meet this responsibility more than once will lead to a “0” for Participation/Attendance for ALL group members.

Students who are deemed negligent in meeting with their groups or in performing their fair share of the workload in the group assignment will be removed from their group by the instructor.

WORKING IN A GROUP IS A PRIVILEGE

REMOVAL FROM A GROUP MERITS AN AUTOMATIC LETTER GRADE DEDUCTION FOR THE GRADE EARNED IN THE COURSE. FURTHER, A STUDENT WHO IS REMOVED FROM A GROUP WILL STILL BE REQUIRED TO WRITE A MARKETING PLAN (BY THEMSELVES) FOR A COMPANY TO BE DETERMINED BY THE INSTRUCTOR.

Causes for being removed from a group include, but are not limited to:

- **Non-communication**
- **Failure to call or email**
- **Failure to return calls or emails**
- **Failure to meet**
- **Failure to stay for entire meetings**

Poor Performance

- **Failure to volunteer for a fair share of the work.**
- **Failure to perform group-agreed tasks at agreed upon timetables**
- **Poor performance of group-agreed tasks due to lack of time on task (i.e., throwing things together at the last minute just to say you have done it)**

The aforementioned list of failures to meet group responsibilities is not meant to be exhaustive. The instructor reserves the right to act upon other forms of non-responsiveness to group requirements. The instructor is prepared to arbitrate quickly and fairly in matters of group participation.

Finally, no modifications to group composition will be allowed after the Mid-term Exams are turned back.

- **Exams:** *There* will be three exams; A Preliminary Exam, a Midterm Exam and a Final Exam. The Preliminary and Midterm Exams will be short answer essay 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 and the text.. It will entail reflecting upon the semester's activities, and will require the use of Project Journal which each student must maintain throughout the semester.
- **Interim Reports:** The project will also require the group to submit a total of 5 interim reports, which are essentially rough drafts of key sections of your project. The 5 reports are as follows:
 1. Group Work Plan
 2. Report on Customers
 3. Report on Competition
 4. Report on Other Environmental Factors
 5. Basic Marketing Strategy Overview

IMPORTANT: Each segment of the Interim Reports is worth 80 points. At the end of the 5th segment, Dr. Newbold will total up the grades at that point. The total possible will be 400. If your group has a score that is less than 280, your project will be deemed "Non-viable" for completion (i.e., you are too far behind) and your group will be pulled from the competition. At that point, your group will not present to the client or provide a Marketing Plan to the client. Your group will still be responsible to complete the Marketing Plan for Dr. Newbold to grade, with the highest possible grade on the project being a "C".

- **Marketing Plan Project and Presentation:** You will be working in a team of 3 - 4 students during the semester for the purpose of assessing the marketing strategy of an area small business. *You will write a marketing plan for the small business.* This project will require analyzing the firm's current marketing strategies. In addition, you will develop recommendations for the firm's marketing strategy including appropriate marketing mix strategies. **The plan must be submitted to the SHSU Writing Center**

prior to being handed in for class credit. Written copies of the marketing plan will be submitted to your instructor, and to the client, before a final grade will be assigned in the class.

Before the end of the semester, each team will make a professional presentation on the marketing plan project. This is your opportunity to present your hard work, creative ideas, and marketing knowledge to your peers. The presentation will highlight the key points of the marketing plan with appropriate visual aids, and will run 20 minutes (with 15 minutes for question answers). Every member of your team must play a role in the group presentation.

Grading/Evaluation Point Summary:

Grading Summary:	Preliminary Exam	50 points
	Mid-Term	300 points
	Final Exam	100 points
	Participation	50 points
	5 Interim Reports	400 points
	Marketing Plan*:	400 points
	<u>Presentation*:</u>	<u>200 points</u>
	Total	1,500 points

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

Grading Scale:	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 15th 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

Date	Reading & Lecture Assignment	Project Assignment
Jan 16	Introduction/Teams Assigned	
Jan 21	NO CLASS: MLK HOLIDAY	
Jan 23	Presentations by SBDC/Clients	
Jan 28	Ch 1: Introduction	
Jan 30	Ch 2: Analyzing the Current Situation	
Feb 4	Ch 3: Understanding Markets and Customers	Interim #1 Due
Feb 6	In-class Workshop	
Feb 11	Ch 4: Segmentation, Targeting and Positioning	
Feb 13	Ch 5: Planning Direction, Objectives, and Marketing Support	Interim #2 Due
Feb 18	In-class workshops with Clients	
Feb 20	Ch 6: Product and Brand Strategy	
Feb 21	Ch 7: Channel and Logistics Strategy	Interim #3 Due
Feb 25	In-class Workshop	
Feb 27	Ch 8: Pricing Strategy	
Mar 3	Ch 9: Promotion Strategy	
Mar 5	Ch 10: Measurement and Control	Interim #4 Due
Mar 10	Spring Break	
Mar 12	Spring Break	
Mar 17	Mid-term exam	
Mar 19	In-class Workshop	Interim #5 Due
Mar 24	Overview of Presentation Requirements	
Mar 26	Overview of Final Marketing Plan Requirements	
Mar 31	In-class Workshop	Final Marketing Plans Due
Apr 2	Presentations: Client #1 Teams #1 and #2	
Apr 7	Presentations: Client #2 Teams #1 and #2	
Apr 9	Presentations: Client #1: Teams #3 and #4	
Apr 14	Presentations: Client #2 Teams #3 and #4	
Apr 16	Presentations: Client #1 Teams #5 and #6	
Apr 21	Presentations: Client #2: Teams #5 and #6	
Apr 23	Debrief on Projects Client #1	
Apr 28	Debrief on Projects Client #2	
Apr 30	General discussion of Client #1	
May 5	General Discussion of Client #2	
May 7	Review for Final Exam	
May 12	Final Exam	