



MBA 5200: Marketing Strategy

Course Syllabus

1. General Course Information

Course Title: Marketing Strategy

Credit Weight: 0.5 credits

Prerequisites: N/A

Instructor:

Email: _____

2. Course Description

Essential concepts for cultivating and maintaining successful buyer-seller relationships, including customer and competitor analysis, segmentation, targeting, and positioning. Translation of target market and positioning decisions into actionable marketing plans, including product, pricing, channel and promotional decisions, and tools for forecasting/evaluating success.

3. Course Rationale

This course will prepare you to analyze markets, formulate sound marketing strategies, and translate that strategy into specific and actionable marketing mix decisions. We will use a combination of asynchronous lectures, foundational readings, case studies, discussions, and assignments. Individuals interested in developing a more advanced understanding of these topics will have an opportunity to do so via supplementary “high performance readings” from leading management publications.

Course Learning Objectives

After successfully completing this course, you will be able to:

- CO1. Explain what marketing is and how it creates benefits for companies, customers, and society.
- CO2. Describe the elements of the marketing planning analysis.
- CO3. Define and apply key marketing concepts, including segmentation, targeting, value proposition, differentiation, and positioning.
- CO4. Choose an optimal target market.
- CO5. Develop a differentiated offering that creates value for the target market and position it appropriately.
- CO6. Make tactical decisions related to branding, product, price, distribution, and promotion.
- CO7. Create a complete marketing plan that includes consideration of risks and forecasts of market share, sales, and profitability.

4. Course Modality: Asynchronous

This is a fully online course where instructors and students share information, ideas, and learning experiences in a virtual course space. Asynchronous courses do not require participation in scheduled meetings. However, students are required to remain up to date with the deadlines and due dates provided by the instructor. This course requires high-speed Internet access and a computer.

5. Course Schedule

Please regularly check and log into Brightspace to review new content. Required materials for each module are posted in Brightspace. Configure your personal notifications to opt into course announcements so that they will be emailed to your Carleton email address.

Module	Topics	Materials	Deliverables
1	- What is marketing? - Marketing decision framework - Marketing mix - Marketing performance	Textbook*: Ch.1: Marketing and Customer Value Ch.2: Strategic Planning in Marketing Readings: Refer to Brightspace.	
2	- Business environment - Consumer behaviours - Market segmentation - Market intelligence	Textbook: Ch.3: Consumer Markets and Purchasing Behavior Ch.4: Business Markets and Purchasing Behavior Ch.5: Market Segmentation, Targeting and Positioning (5.1-5.5) Ch.6: Market Research and Market Intelligence (6.1-6.3) Readings: Refer to Brightspace	Written Assignment: Situation Analysis (individual)
3	- Competition - Value, satisfaction and loyalty - Differentiation and positioning - Branding	Textbook: Ch.5: Product Positioning (5.6) Ch.9: Branding, Brand Development, Brand Loyalty, and Brand Metrics (9.5, 9.6) Readings: Refer to Brightspace	Written Assignment: Target Market & Positioning (individual)
4	- Product strategy - Product life cycle - New product development	Textbook: Ch.9: Products: Consumer Offerings (9.1-9.4) Ch.10: Maintaining a Competitive Edge with New Offerings Readings: Refer to Brightspace	
5	- Pricing strategy - Psychology of pricing	Textbook: Ch.12: Pricing Products and Services Readings: Refer to Brightspace	Written Assignment: New Product Proposal (group)
6	- Distribution strategy - Retail strategy - Trends in retailing	Textbook: Ch.17: Distribution: Delivering Customer Value Ch.18: Retailing and Wholesaling (18.1-18.4) Readings: Refer to Brightspace	
7	- Promotional strategy - Marketing communications - Sales promotion	Textbook: Ch.13: Integrated Marketing Communications Ch.14: Advertising and Public Relations Ch.15: Personal Selling and sales Promotion Ch.16: Direct, Online, Social Media, and Mobile Marketing (16.1, 16.2)	Written Assignment: Marketing Implementation Plan (individual)

* Only the assigned chapter readings are required. Links, knowledge checks, career features, applied exercises, personal-brand activities, marketing plan exercises, and closing company cases are not required.

6. Learning Materials

Textbook

Principles of Marketing (e-textbook). Gomez Albrecht M., Green M., & Hoffman, L. (2023), a free Open Educational Resource licensed under a Creative Commons Attribution 4.0 Intl. License. <https://openstax.org/details/books/principles-marketing>

Readings

All required and optional readings, videos and other resources are provided on Brightspace.

7. Grading Scheme

Activity	Due End of Week/Module	Type	Percent of Total Grade
Situation Analysis	2	Individual	20%
Target Market & Positioning	3	Individual	20%
New Product Proposal	5	Group	20%
Marketing Implementation Plan	7	Individual	40%
TOTAL			100%

Final grades in this course are determined by the course instructor and must be approved by the Dean. Grades submitted by the instructor are subject to revision and should not be considered final until they have been approved by the Dean. The Carleton University grading system will be used to determine your final course grade.

Late Assignment Policy

Due dates for all individual and group assignments are stated clearly in Brightspace and in the Course Schedule (syllabus). All assignments must be submitted to Brightspace (no submissions by email) by the deadline, time is ET (Ottawa time). **Late submissions will not be accepted and will receive an automatic grade of 0%.** No additional or make-up work will be offered to improve your grade in this course. No extensions granted.

Resubmissions are not accepted - it is the responsibility of each student/group to ensure that the correct file is successfully submitted and properly received. What is uploaded to Brightspace is what gets marked. Technology-related issues are not accepted for late, incomplete, inaccessible, incorrectly submitted, or non-received work. See Late Assignment Policy in Brightspace.

8. Group Work

While self-managed groupwork can be highly rewarding, it requires strong collaboration skills expected at the master's level. There are no peer evaluations in this course, as they do not reflect workplace realities. Instead, grades are awarded only to students whose names appear on the submitted assignment. If a group member does not contribute in a meaningful way, the group may omit that individual's name; the student will then receive a grade of zero. In such cases, clearly indicate the excluded student and provide a brief explanation. Individual submissions on group work are not accepted. Concerns involving harassment, discrimination, or threats are handled through university channels. See Group Work Policy in Brightspace.

9. Communication

Brightspace and email are the primary means of communicating with the instructor. See the [Student Support Site](#) for more information. Please do not call the instructor's office phone. To respond to your emails, instructors and administrators need to see your full name and Carleton University ID. For this reason, it is important to send all messages from your Carleton email account. If you do not have or have yet to activate this account, you can do so by visiting the [New Students page](#).

10. Contribution to Program Learning Goals

MBA Learning Goal	Not Covered	Introduced	Taught but Not Assessed	Taught <u>and</u> Assessed
MB1 Leadership and Collaboration <i>Graduates will be equipped for leadership and collaboration.</i>		✓		
MB2 Communication <i>Graduates will be effective communicators</i>				✓
MB3 Critical Thinking and Problem Solving <i>Graduates will be skilled in critical thinking and problem solving.</i>				✓
MB4 Functional Knowledge <i>Graduates will have knowledge that is relevant to business and be able to apply that knowledge to address business issues, opportunities, and risks.</i>				✓
MB5 Global Awareness <i>Graduates will have an appreciation of the global environment of business.</i>			✓	
MB6 Ethics and Responsible Management <i>Graduates will apply ethical considerations and principles of responsible management in business decision-making.</i>			✓	