



MKTG 5200A/D – Marketing Strategy Winter 2020

Class Schedule:	Section A Tuesday 11:35-14:25 Section D Wednesday 18:05-20:55
Room:	to be confirmed
Professor:	Dr. Robert Helal
Email:	robert.helal@carleton.ca
Office Hours:	by appointment

MKTG 5200 [0.5 credit]

Marketing Strategy

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. Organizational capstone project required.

Course Description

Marketing is a set of processes for creating, communicating and delivering value to customers, and for managing customer relationships in ways that benefit the organization and its stakeholders. Although these processes are often coordinated by a 'marketing department', they are a product of the entire organization. Hence, a solid grasp of marketing is critical to your effectiveness as a manager regardless of your career path or role within the organization.

Marketing strategy is the means by which organizations choose which customers to serve and how to serve them. Its goal is to generate sources of sustainable competitive advantage that allow the organization to provide superior value to customers and superior returns to stakeholders. This requires sensible segmentation, targeting, and positioning, grounded in a solid understanding of

customers, competitors and the organization's own strengths and weaknesses. It also demands effective implementation of these decisions: What products should be offered? How should they be priced relative to competitors and what pricing structure should be used? Should different versions of the product be offered to different groups of customers, and should some pay more than others? What is the best way to promote the offering and deliver it to customers?

This course will provide you with tools to analyze markets, formulate sound marketing strategies, and translate that strategy into specific and actionable marketing mix decisions.

Course Learning Objectives:

1. To understand the role of marketing within the organization. You should leave this course with a solid grasp of the role of marketing and how and why strategic marketing planning helps organizations deliver superior value to customers and superior returns to stakeholders.
2. To know and be able to apply relevant marketing concepts. You should leave this course with a working understanding of concepts that are critical to marketing strategy.
3. To be comfortable with the process of making sound strategic marketing decisions. You should leave this course with the ability to analyze an organization's environment, develop a viable set of strategic marketing options, and select the most appropriate one for the given context.
4. To have a working knowledge of tactical marketing decisions. You should leave this course with a good understanding of decisions that need to be made regarding the marketing mix: i.e., product offering, pricing, distribution, and promotion.
5. To be capable of developing actionable marketing plans. You should leave this course with an ability to translate business problems into sensible marketing strategies and action plans

Course Prerequisite

None

Required Text and Other Readings

Textbook(s):

Philip T. Kotler, Kevin Lane (2016), *A Framework for Marketing Management, Sixth Edition*
ISBN-13: 9780133871319

Cases and Journal Articles:

Our case studies for this semester will be drawn from the HBR and Ivey collections. Cases may be procured directly from Ivey Publishing (<https://www.iveycases.com/>) or Harvard Business Publishing (<http://hbr.org/case-studies>).

Do not purchase cases in advance of them being confirmed either in the syllabus (below) or in class/on CULearn.

Drop Course Policy

The deadline for academic withdrawal is the last day of classes (each term).

Grading Scheme

Written Case Analysis #1	15%
Midterm Exam (48 Hour Case Analysis)	25%
Written Case Analysis #2	20%
Group Marketing Strategy Project	25%
Group Marketing Strategy Project Presentation	5%
Contribution to Class Discussion	10%
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TOTAL	100%

Requirements for each deliverable will be posted on CULearn and discussed in class.

While group discussion is encouraged for many aspects of this course, the written case analyses (#1, #2), and the take-home case exam are individual deliverables to be completed on your own. Group discussion or any collaboration is not permitted on these assignments.

Criteria for Evaluation and Grading

Submissions: For this seminar, all submissions are electronic, in PDF form, submitted on CULearn by stated deadlines.

Grading: Each component of a student's grade will be assigned a letter grade score. A student's final course grade will be a weighted average of each of these components.

Late Penalties: For any assignment and report, late penalties will be decided at the professor's discretion. For the take home exam, no late submission will be accepted without medical certification.

If you are unable to attend class on the day an assignment is due, it is your responsibility to ensure that you have submitted your assignment on CULearn prior to the deadline. Submissions sent via e-mail will not be accepted. To ensure fairness for all students, penalties will be applied to late assignments: Failure to submit an assignment on time will result in a penalty of five (5) percentage points per day late as determined by the timestamp of your CULearn submission. For example, an assignment that would normally merit a grade of 80% would receive a grade of 75% if submitted after the deadline on the due date, 70% if submitted the following day, and so on.

Semester Deliverables

Written Case Analyses (#1, #2)

Two cases will be assigned during the semester as written case analysis assignments. Your task is to prepare a consultant's report for the company. Details of the evaluation criteria for each case analysis will be provided on CULearn and discussed in class at the beginning of the semester.

Midterm Exam (48 Hour Case Analysis)

You will be expected to read a case study (to be assigned) and provide answers to questions assigned related to the analysis. This will include providing recommendations to the decision-maker about what strategic option they should pursue and why. You will have approximately 48 hours to read the case and prepare your recommendations in 2,500 words or less (plus appendices).

Exam Case: Students will be provided with the case name, source, dates and instructions prior to the MBA exam period for the semester.

Group Marketing Strategy Project - Proposal

Working in a group of three to five, you will identify a client organization facing a marketing problem/opportunity (both the client and the problem/opportunity must be approved by the professor). You will then prepare a 1-2 page proposal that summarizes the problem/opportunity, identifies the main strategic options, and describes the process you will use to evaluate these alternatives and make recommendations.

All projects must be approved by the professor before undertaking as the group project.

Eligibility of Firms for Project

- Firms researched in other classes are eligible. However, students are reminded it is a violation of academic plagiarism policy to submit substantially the same analysis used for multiple courses.
- It is the group's responsibility to ensure that there is sufficient information to complete all the required analyses for the capstone report. Particular attention should be given to ensuring the availability of market information, competitor information and/or industry data for various metrics (a sufficient number of publicly listed and comparable firms) to perform industry analyses.
- Selecting a firm of interest to the group is encouraged.
- The entire firm should be analyzed as it relates to the marketing problem being examined (e.g., multinational firms should be avoided).
- ***For field studies, students are required to contact the professor to discuss eligibility and requirements of field study in cases whereby students chose their own client firm.***
- ***Please note that the information above may be subject to revision and/or additional requirements may apply.***

Group Marketing Strategy Project

Working from your proposal, your group will prepare a 5,000-word consultant's report for the client summarizing your assessment of the situation, identifying viable alternatives, and proposing a specific course of action with respect to target market /positioning and product offering, pricing, distribution, and promotion.

Further Information for Client Organizational Studies

There are significant research resources available to students at Carleton. Students are encouraged to become familiar with the various databases available through the library as well as financial tools such as Bloomberg and Datastream (a tutorial will be offered during class). See this course's library page at <https://library.carleton.ca/research/course-guides/mktg-5200>.

Students are also expected to read recent business articles concerning the selected firm, its competitors and the industries within which it operates, as well as articles on the macro business environment (i.e. markets, technology, economic trends). All assignments, the presentation and final report MUST include supporting metrics and data.

Company/Firm Selection Policy:

When students choose a client organization to study, it is the students' responsibility to undertake the research necessary to determine if sufficient information is available. The selection of a business firm is an assurance by the students to the professor, that there is sufficient information available to complete the assignments and strategic analysis.

Authorization by the professor is to ensure that groups do not choose a clearly ineligible firm. Should it subsequently become apparent that there is insufficient information to adequately complete the assignment, it is the students' responsibility to change firms and obtain authorization of the new firm. The students may change the selection of the business firm at any time but must receive the necessary approval.

Authorization by the professor is not a guarantee that there is sufficient information. Each student is responsible for selecting his/her partners and the business firm to be analyzed, having ensured the adequacy of information available to complete the required comprehensive strategic analysis.

Each group is required to hand in a list of group members, the name of the company chosen, and a list of potential data sources for the research project. A form will be provided on CULearn for the group, project and sources. Deadlines are highlighted on the syllabus.

Group Project Presentations

Presentation scheduled for the end of the semester (see course calendar). Depending on class size and the number of groups, adjustments may be made to the course calendar and presentation schedule as necessary. Further details on presentation dates and order will be discussed in class.

Policy for Group Presentations:

Attendance during presentation weeks is mandatory for all students.

All group members must participate in their team presentations. Any student unable to do so because of illness or other circumstances beyond their control must contact the professor via email prior to the start of the class for which the presentation is scheduled. The professor may allow an alternative individual assignment when the absence is supported by a medical certificate and or appropriate document(s) to support the reason for the inability to be present. Any student missing the presentation would not obtain any grades for that portion of the group work. The other group members must make the entire presentation as scheduled.

Group Project: Forming Groups

Students will be required to form groups this semester for the capstone project. Depending on class size, groups will include 3 to 5 students. *Exceptions* may be permitted whereby for instance, a student without a group may be assigned to a group or a student may be asked to switch groups, all at the professor's discretion. These groups will collectively carryout group assignments with the major deliverable being the capstone report.

Students are responsible for selecting their group partners and the group is expected to *self-govern* to ensure the quality of all deliverables, independently resolving any conflicts within the group. It is strongly recommended that students seek diversified and complementary skill sets in their prospective group partners, ideally students from different academic concentrations with varied work experiences and backgrounds. Further information on effective group formation and processes will be discussed at the first class.

The group assignments provide students with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other group skills. The resources at <http://sprott.carleton.co/wp-content/files/Group-Work-Resources.pdf> are recommended.

Students are particularly encouraged to maintain evidence of their contribution to the group performance, including estimated research time, working papers, etc. The keeping of a group log of meetings, commitments, decisions, etc. is also a valuable organizational tool. It is in each group member's best interest to ensure an equitable sharing of the research and work.

A peer evaluation for the final project report will be required from all students and will be taken very seriously in assigning grades. For instance, up to 5% may be deducted from a student's final grade on the assignment if he or she received a poor peer evaluation from the majority of members in the group.

Contribution to Class Discussion

Students are encouraged to actively participate in all classes by being adequately prepared (i.e., having attentively read and reflected on the text chapters and any other assigned readings/ cases). In a marketing strategy seminar regular attendance, participation and contribution from all class members is expected and essential for effective discussion. It is student contribution to peer learning that constitutes a contribution, including encouraging colleagues, building on earlier comments without repeating, listening attentively to speakers and being respectful of differences of opinion.

While attendance is a pre-requisite to participation, it is the quality, not the quantity, of remarks that earns the grades. Meaningful contribution requires that you teach your peers something useful that might otherwise have gone unnoticed. A discrete use of electronic devices for note-taking is permitted, however no distractions will be tolerated.

It is also recognized that on some days there may be insufficient time for me to call upon each student who wishes to speak. Any such demonstration of desire to participate will also be considered in the overall assessment of class contribution.

In addition, students may be asked at time to form groups to discuss cases in class. Class discussions will include a combination of case study, current events, presentation of individual

work and group project learnings. For example, a group may be asked to present a short summation of the case situation, provide the highlights of their analysis using a particular framework, debate from the perspective of various stakeholders, etc. Also, to provide an opportunity to more closely interact with other classmates, students may be assigned to case discussion groups which will vary from class to class.

Video Recording of Presentations:

As part of the Assurance of Learning process of AACSB accreditation, the School may periodically evaluate, among other things, presentation skills. Accordingly, student group presentations may be recorded to provide material for such assessment; however, this has no impact at all on the course grade.

Missed Course Deliverables

Missed Assignments and Deferred Examination:

In cases where students are not able to meet a course requirement (i.e., contribute to a group project, submit an individual assignment, or write the midterm case) due to a certified illness, these situations will be addressed following university guidelines. In all such cases, students will be required to provide an official medical certificate/documentation at least two weeks before the end of the semester.

Deferred Final Assignment:

Students unable to complete the final project due to illness or other circumstances beyond their control must contact me in writing to request a deferral. Permission may be granted if the absence is supported by a medical certificate and or appropriate document(s) to support the reason for the deferral.

MKTG5200 A/D (WINTER 2020)
MARKETING STRATEGY
CLASS SCHEDULE – SECTIONS A / D*

2019/2020 dates and deadlines: <https://carleton.ca/registrar/registration/dates-and-deadlines/>

Week	Date Sect. A Sect. D	Topics	Class Preparation	Due This Week
1	Jan 7 Jan 8	Course Overview Strategic Role of Marketing	<i>Chapters 1</i>	
2	Jan 14 Jan 15	Understanding the Market Marketing Strategy and Planning	<i>Chapters 2, 3 Case Study: tbc</i>	<i>Submit: Groups and Member Names</i>
3	Jan 21 Jan 22	Customer Value	<i>Chapters 4, 5 Case Study: tbc</i>	<i>Submit: Group Study Company and Proposal</i>
4	Jan 28 Jan 29	Market Segmentation and Positioning	<i>Chapters 6, 7 Case Study: tbc</i>	<i>Submit: Individual Case #1</i>
5	Feb 4 Feb 5	Product Strategy	<i>Chapter 9, 10 Case Study: tbc</i>	
6	Feb 11 Feb 12	Offerings: Open Innovation Offerings: Branding	<i>Chapters 8, readings Case Study: tbc</i>	
	Feb 18/19	Study Week – No Classes		
	Feb 25/26	Exam Week – No Classes		<i>Submit: 48-hour Mid-Term Case</i>
7	Mar 3 Mar 4	Pricing Direct Channels (Selling)	<i>Chapter 11, 12 Case Study: tbc</i>	
8	Mar 10 Mar 11	<i>MacOdrum Library's orientation room (Room ML252) March 11th, 6 – 9 pm (Attendance Mandatory)</i>	<i>Review Chapters 3, 4, 5</i>	
9	Mar 17 Mar 18	Channels and Alliances	<i>Chapter 12, 13 Case Study: tbc</i>	<i>Submit: Individual Case #2</i>
10	Mar 24 Mar 25	Promotion Strategy Communicating Value	<i>Chapter 14, 15, 16 Case Study: tbc</i>	
11	Mar 31 Apr 1	Presentations (Attendance Mandatory)		<i>Submit: Final Group Report</i>
12	Apr 7 Apr 8	Presentations (Attendance Mandatory)	<i>NOTE: Class for Section D Wed 18:05-20:55 in CB3101</i>	

*** Speakers, Schedule and Readings:**

This semester may include guest speakers, and additional readings on a particular topic may occasionally be assigned.

While every attempt will be made to keep to the schedule listed above, unforeseen circumstances and availability of guest speaker(s) may necessitate modifications throughout the semester (including assignments, readings and topics). I will keep you informed of changes via CULearn.

Course Sharing Websites

Student or professor materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

Policy on Mobile Devices

Discrete use of mobile devices is permitted for note-taking in this class. Other uses are disruptive to the instructor and class members. If you carry such a device to class, please make sure it is turned off. If an emergency situation requires you to keep it turned on, please discuss this with your instructor prior to class.

Group Work

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, followership and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your instructor may assign one or more group tasks/assignments/projects in this course.

Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

Requests for Academic Accommodation

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

- **Pregnancy obligation**

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

- **Religious obligation**

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

- **Academic Accommodations for Students with Disabilities**

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or pmc@carleton.ca for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with your instructor as soon as possible to ensure accommodation arrangements are made. carleton.ca/pmc

- **Survivors of Sexual Violence**

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and its survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: carleton.ca/sexual-violence-support

- **Accommodation for Student Activities**

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. <https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

For more information on academic accommodation, please contact the departmental administrator or visit: students.carleton.ca/course-outline

Academic Integrity

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another's ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated. Penalties may include; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at

Carleton; expulsion from Carleton, amongst others. Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <https://carleton.ca/registrar/academic-integrity/>.

Course Sharing Websites:

Student or professor materials created for this course (including presentations, posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without written consent of the author(s).

Important dates and deadlines

<https://sprott.carleton.ca/students/mba/dates-deadlines-policies/>

Additional Guidance on Citations/Bibliography:

Bibliography:

It is important that you follow a recognized style to present a comprehensive bibliography that ensures an integrated alphabetical order and recognizes multiple citations to same year documents from a common source.

Be consistent when ordering your citation sources so that like items are grouped together. For example, Natural Resources Canada may also be referred to as NRC (both of which are acceptable), however in ordering citations from multiple NRC documents select one format and list consecutively by date (from oldest to most recent).

Guidance provided by the Academy of Management in its Style Guide may be found at: <http://aom.org/uploadedFiles/Publications/AMR/AMRstyleguide.pdf> (disregard the *in-text*, *in-parenthesis* identification, as the required use of footnotes replaces this format).

Footnotes: Every source for citations, statistics, tables, etc. should be sequentially referenced to a footnote at the bottom of the page. Full information should be provided to allow a reader to know exactly where you obtained the data, remembering that direct quotations require the specifics of page number. When a subsequent citation is made to the exact same one that proceeds you may identify it as *ibid* (for more details see http://www.chicagomanualofstyle.org.proxy.library.carleton.ca/16/ch13/ch13_sec064.html).

Example of Declaration of Academic Integrity

MKTG5200 – Winter 2020: Declaration of Academic Integrity (Group)

___ Draft/ ___ Final Report on Company: _____

The University Senate defines plagiarism in the regulations on instructional offenses as: “to use and pass off as one’s own idea or product work of another without expressly giving credit to another.”

I/we declare that the work submitted herewith is my/our work. All sources have been referenced in the footnotes and listed in the bibliography. This work has not been shared with anyone outside this group. This work is the intellectual property of each of the group members and will be returned to any one of the group members to be shared with the other group members.

Student Number	Student Name	Signature of Student (Everyone must sign to receive a grade)

Date Submitted: _____

Instructional offence cases must be communicated to the Associate Dean, MBA programs, who then refers the allegation to the Associate Dean, Faculty of Graduate and Postdoctoral Affairs; individual solutions are not permitted.