

1. Course Title

Marketing Strategy

2. Course Credit

0.5 credits

3. Prerequisites

None

4. 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.

5. Course Rationale

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

6. Course Objectives

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

1. Explain what marketing is and how it creates benefits for companies and society.
2. Describe the elements of the marketing planning process.
3. Assess the situation facing the firm using SWOT analysis.

4. Define and apply key marketing concepts, including segmentation, targeting, value proposition, differentiation, and positioning.
5. Choose an optimal target market.
6. Develop a differentiated offering that creates value for the target market and position it appropriately.
7. Make tactical decisions related to branding, product, price, distribution, and promotion.
8. Create a complete marketing plan that includes consideration of risks and forecasts of market share, sales, and profitability.

7. Materials

Textbook

Principles of Marketing (e-textbook). This is an Open Educational Resource, which means that it is available to you at no cost. The textbook is distributed by the University of Minnesota under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.

Other Resources

- Cases written by the Lead Professor or sourced from leading case publishers under a licensing agreement with Harvard Business Publishing.
- Articles from *Harvard Business Review* and other publications written for senior managers. These are copyrighted materials. They are available to you as a Carleton student in a licensing agreement with Harvard Business Publishing.
- Videos available via publicly-available services (e.g., YouTube, Vimeo).
- Various PDF resources authored by the Lead Professor.

8. Grading and Evaluation

Activity Type	Due End of Week #	Percent of Total Grade
Situation Analysis	2	15%
Target Market Selection	3	20%
New Product Launch Proposal	5	15%
Marketing Implementation Plan	7	30%
Contribution to Discussions:		
How Marketing Creates Value	1	5%
Differentiation & Positioning	3	5%
Brand Extension	4	5%
Retail Tactics	6	5%
TOTAL		100%

9. Course Schedule

Module	Topics	Materials	Deliverable
1	<ul style="list-style-type: none"> What is marketing? The marketing decision framework The marketing plan Financial analysis for marketing 	<p>Textbook: Ch.1: What is Marketing (1.1-1.3) Ch.2: Strategic Planning (2.1-2.5) Ch.16: The Marketing Plan (16.1-16.4)</p> <p>Toolkit: Marketing Analysis Toolkit: Breakeven Analysis (HBS)</p> <p>High-Performance Readings: When Marketing Is Strategy (HBR)</p>	<p>Discussion: How Marketing Creates Value</p>
2	<ul style="list-style-type: none"> Understanding the business environment Segmenting markets Choosing your targets 	<p>Textbook: Ch.3: Consumer Behavior (3.1-3.2) Ch.4: Business Buying Behavior (4.1-4.6) Ch.10: Gathering and Using Information (10.1-10.2) Ch.5: Market Segmenting, Targeting, Positioning (5.1-5.3)</p> <p>Toolkit: Marketing Analysis Toolkit: Situation Analysis (HBS) Marketing Analysis Toolkit: Market Size and Market Share (HBS)</p> <p>High-Performance Readings: Understanding Customer Experience (HBR) Managing the Total Customer Experience (MIT Sloan)</p>	<p>Written Assignment: Situation Analysis (individual)</p>
3	<ul style="list-style-type: none"> Dealing with competition Value, satisfaction, and loyalty Differentiation and positioning Building and leveraging brands 	<p>Textbook: Ch.14: Customer Satisfaction, Loyalty, Empowerment (14.1-14.5) Ch. 6: Creating Offerings (6.1-6.5)</p> <p>Toolkit: Developing a Superior Positioning Concept</p> <p>High-Performance Readings: Stop Trying to Delight Your Customers (HBR)</p>	<p>Discussion: Differentiation & Positioning</p> <p>Written Assignment: Target Market Selection</p>

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		Customer Value Propositions in Business Markets (Harvard Business Review) The Brand Report Card (Harvard Business Review)	
4	<ul style="list-style-type: none"> • Product strategy • The product life cycle • Introducing new products 	Textbook: Ch.7: Developing and Managing Offerings (7.1-7.2) High-Performance Readings: Marketing Malpractice (Harvard Business Review)	Discussion: Brand Extension Written Assignment New Product Launch Proposal
5	<ul style="list-style-type: none"> • Pricing strategy • Setting price • The psychology of pricing 	Textbook: Ch.15: Price, the Only Revenue Generator (15.1-15.3) Toolkit: Marketing Analysis Toolkit: Pricing and Profitability Analysis (HBS) High-Performance Readings: Managing Price, Gaining Profit (HBR) How Do You Know When the Price Is Right (HBR) Why the Highest Price Isn't the Best Price (MIT Sloan) How Customers Perceive a Price is as Important as the Price Itself (HBR)	
6	<ul style="list-style-type: none"> • Distribution strategy • Retailing and retail strategy • Trends in retailing 	Textbook: Ch.8: Using Marketing Channels (8.1-8.4) Ch.9: Using Supply Chains (9.1-9.4) High-Performance Readings: The Store is Dead—Long Live the Store (MIT Sloan)	Discussion: Retail Tactics
7	<ul style="list-style-type: none"> • Promotional strategy • Marketing communications • Sales promotion 	Textbook: Ch.11: Integrated Marketing Communications (11.1-11.7) Ch.12: Public Relations, Social Media, Sponsorships (12.1-12.2)	Written Assignment Marketing Implementation Plan

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