



MKT3401/MKT3701

**Marketing Strategy: Analysis and Practice**  
Semester I, AY 2020/21 (updated: 30 Jun 2020)

**Instructor:** Dr Jeff Cai, Assistant Professor of Marketing    **Consultation Hours:** send me an email  
Office: BIZ 1, 8-28  
Email: jeffcai@nus.edu.sg

**Graduate Assistant:** [to be confirmed]

Group A1: [time and venue to be confirmed]

Group A2: [time and venue to be confirmed]

*“Marketing takes a day to learn. Unfortunately, it takes a lifetime to master.” – Phil Kotler*

In this course, you will build on your introductory marketing knowledge course acquired from MKT1003. The broad objective of this course is to **master** the **application** of **strategy** towards **marketing** – a key step for pursuing success across many professions.

## I. COURSE DETAILS

**a. Recommended (but not required):** Pearson, David. (2014), *The 20 P's of Marketing: A Complete Guide to Marketing Strategy*, Kogan Page Limited.

### **b. Grading:**

Participation during In-Class Activities	10%
Test 1	30%
Test 2	30%
Test 3	30%
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TOTAL	100%

*All tests are closed book and closed notes, and will **comprise solely of short-answered questions**. Students are responsible for all content covered in class lectures.*

## **II. IMPORTANT INFORMATION**

### **a. Active Class Attendance:**

Students are expected to attend every session (whether physical or virtual). Material covered in class will be on the tests. Course credit is awarded for participation during in-class exercises (another reason to attend class), and will make up 10% of the course grade. Online access (via a laptop or smartphone) to a URL link or QR code is needed for all of these exercises.

### **b. Academic Honesty and Plagiarism**

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. **In case of any doubts, you should consult your instructor.**

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>

### III. SCHEDULE

<b>Week/Session</b>	<b>Date</b>	<b>Topic</b>
1	[tbc]	<ul style="list-style-type: none"> <li>• Discuss Syllabus; Overview of Marketing Strategy: 5 + 20 = 25 P's</li> <li>• Mintzberg's 5P's for Strategy (Part 1)</li> </ul>
2	[tbc]	<ul style="list-style-type: none"> <li>• Mintzberg's 5P's for Strategy (Part 2)</li> <li>• P1: Product (Core)</li> </ul>
3	[tbc]	<ul style="list-style-type: none"> <li>• P2: Price (Core)</li> <li>• P3: Placement (Core)</li> </ul>
4	[tbc]	<ul style="list-style-type: none"> <li>• <b>Test 1: Mintzberg's 5P's for Strategy + P1-P3</b></li> </ul>
5	[tbc]	<ul style="list-style-type: none"> <li>• P4: Promotion (Core)</li> <li>• P5: Packaging (Core)</li> <li>• P6: Planning (Action)</li> <li>• (Mid-term feedback)</li> </ul>
6	[tbc]	<ul style="list-style-type: none"> <li>• P7: Persuasion (Action)</li> <li>• P8: Publicity/Public Relations (Action)</li> <li>• P9: Push-Pull (Action)</li> </ul>
<b>RECESS WEEK (19 Sep to 27 Sep)</b>		
7	[tbc]	<ul style="list-style-type: none"> <li>• P10: Positioning (Action)</li> <li>• P11: Profit (Measurement)</li> </ul>
8	[tbc]	<ul style="list-style-type: none"> <li>• <b>Test 2: P4-P11</b></li> </ul>
9	[tbc]	<ul style="list-style-type: none"> <li>• P12: Productivity (Measurement)</li> <li>• P13: Partnership (Measurement)</li> <li>• P14: Power (Measurement)</li> </ul>
10	[tbc]	<ul style="list-style-type: none"> <li>• P15: Perception (Measurement)</li> <li>• P16: People (Behaviors)</li> </ul>
11	[tbc]	<ul style="list-style-type: none"> <li>• P17: Positiveness (Behaviors)</li> <li>• P18: Professionalism (Behaviors)</li> </ul>
12	[tbc]	<ul style="list-style-type: none"> <li>• P19: Passion (Behaviors)</li> <li>• P20: Personality (Behaviors)</li> <li>• Marketing Ethics + Course Summary</li> </ul>
13	[tbc]	<ul style="list-style-type: none"> <li>• <b>Test 3: P12-P20</b></li> </ul>

**Physical class format:** The prescribed time for each session is 3 hours in total. The university requires classes of this length to end 25 minutes before the last hour so that students can get to their next class. Each session will be composed of two halves: the first half is 70 minutes long, followed by a 20 minute break, and then a second half of 65 minutes.

**Electronic class format:** Luminus will be used for announcements, hosting content (e.g., slides) and posting of grades.