

Module Outline

Module Code : MKT3401A/MKT3701A
Module Title : Marketing Strategy: Analysis and Practice
Semester : Semester I, AY2021/2022
Faculty : Dr Jeffrey Cai
Department : Marketing
Email : jeffcai@nus.edu.sg
URL : <https://bizfaculty.nus.edu.sg/faculty-details/?profId=509>
Telephone : +65-6516-3059

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

Overview

This module acquaints students with the marketing planning and marketing management process. Building on the knowledge acquired under MKT1705 Principles of Marketing, students are encouraged to apply in an in-depth manner marketing concepts, tools, and techniques in the analysis of marketing situations and problems, and in the development of marketing strategies.

Module Objectives

The broad objective of this course is to master the application of strategy towards marketing – a key step for pursuing success across many professions.

The specific objectives of this course are to (i) provide students with practical, decision-making experience; (ii) integrate skills learned in other business courses, in particular, marketing courses, and apply that knowledge to marketing situations; (iii) develop strong logical and quantitative analysis skills; and (iv) expand communication skills by learning to present information and recommendations in a clear and concise manner.

General Guide & Reading

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

Assessment

Assessment Components	Weightage
The following are pending and subject to change: <i>updated: 3 Jun 2021</i>	
Class participation	25%
In-class quizzes during lecture time (7 quizzes x 5%)	35%
Individual Project	20%
Individual Field Assignment	20%

Active Class Attendance

Please attend the session during your **registered class-time** – whether physically (location to be determined) or virtually (Zoom). This is because there will be in-class activities spread out throughout the semester that counts for class participation at your registered section. There will also be in-class quizzes during lecture time.

Regardless whether we meet physically or virtually, all you need for class participation or quizzes is online access (via a laptop or smartphone) to a URL link or QR code. These links expire by the end of class-time.

Special Note on Covid Situation (updated: 3 Jun 2021)

As the Covid situation evolves, we have to adapt accordingly. Hence, flexibility and fluidity (in terms of meeting location/delivery/style) have to be our *modus operandi* in this new normal. I hope to have your understanding with any changes we have to make.

Regardless of how we reorientate to changes, fairness to all students, i.e., ensuring a level-playing field for our learning and assessment, is my guiding principle for ad-hoc decisions that we take. I am accommodating towards personal extenuating circumstances, and will try my best to understand your situation, and to help you succeed in your journey through this course.

Academic Honesty & 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 doubt, you should consult your instructor.

Additional guidance is available at:

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

Schedule and Outline

(pending and subject to change, depending on Covid situation)

Week/Session	Topic
1	<ul style="list-style-type: none"> Discuss Syllabus; Overview of Marketing Strategy: 5 + 20 = 25 P's Mintzberg's 5P's for Strategy (Part 1)
2	<ul style="list-style-type: none"> Mintzberg's 5P's for Strategy (Part 2) P1: Product (Core)
3	<ul style="list-style-type: none"> P2: Price (Core) P3: Placement (Core)
4	<ul style="list-style-type: none"> P4: Promotion (Core) P5: Packaging (Core)
5	<ul style="list-style-type: none"> P6: Planning (Action) P7: Persuasion (Action)
6	<ul style="list-style-type: none"> P8: Publicity/Public Relations (Action) P9: Push-Pull (Action) Individual Project (assigned with two weeks to complete: submit during Week 7)
RECESS WEEK	
7	<ul style="list-style-type: none"> P10: Positioning (Action) P11: Profit (Measurement)
8	<ul style="list-style-type: none"> P12: Productivity (Measurement) P13: Partnership (Measurement)
9	<ul style="list-style-type: none"> P14: Power (Measurement) P15: Perception (Measurement)
10	<ul style="list-style-type: none"> P16: People (Behaviors) P17: Positiveness (Behaviors)
11	<ul style="list-style-type: none"> P18: Professionalism (Behaviors) P19: Passion (Behaviors)
12	<ul style="list-style-type: none"> P20: Personality (Behaviors) Marketing Ethics + Summary of 5 + 20 P's + Individual Field Assignment Briefing
13	<ul style="list-style-type: none"> Individual Field Assignment