Module Outline

Module Code : MKT3401B/MKT3701B
Module Title : Marketing Strategy: Analysis & Practice
Semester   : Semester II, AY2122
Faculty   : Dr Samer Hajjar
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Overview

This course builds on the topics explored in the Principles of Marketing course by focusing on specific marketing strategies (e.g., developing and launching innovative products, building customer loyalty) and important marketing tools and processes (e.g., cluster and conjoint analysis, choice models) in greater detail and accentuating the integrative nature of the marketing function through the development of a marketing strategy.

Some success factors for marketing leaders include framing the marketing issue or problem (frameworks), outlining the steps for solving problems (processes), collecting data, and applying analytical tools to inform problems (data collection and analyses), and weighting and integrating information to make choices (decisions). Thus, the overall objective of the readings, lectures, in-class exercises, assignments, and cases will focus on these success factors.

The first lectures will provide an overview of marketing strategy, introduce the principles of marketing strategy, and outline the research methods and analyses needed in marketing strategy. The next lectures will provide in-depth coverage of principles of marketing strategy. Finally, the last sessions will focus on executing marketing strategies. Teams will compete with one another in a simulated business environment (MarkStrat), and each team will solve a "real marketing problem" using the frameworks, tools, and processes outlined in class and readings.

I will use the "Tell-Show-Do" sequence to give you hands-on experience in using the course materials for making marketing decisions. The first part uses lectures to present and discuss course topics, and the second part includes a case analysis.
Reading the assigned material before class and active involvement during the lecture will increase the value you gain from the class, as well as make it more interesting.

Module Objectives

By the end of this course, students should be able to:
1. Explore the principles of marketing strategy.
2. Understand segmentation variables and how companies effectively target and position their offerings.
3. Understand the value created by cutting-edge product innovation and design and product life cycle.
4. Understand how to develop an effective marketing strategy.

Course Materials

1.   **Textbook:** Robert W. Palmatier and Shrihari Sridhar, Marketing Strategy: Based on First Principles and Data Analytics, (Palgrave McMillian, 2017).
2.   **Software:** MarkStrat: Marketing strategy simulation package.

Assessment

MarkStrat Simulation (Group)	25%	Each team will run a business, in competition with the other teams in a dynamic environment. Each team will need to finish decisions by the assigned deadline. **Your overall results will be evaluated based on the stock price, which determines your final standing in Markstrat (8 rounds in total).**
Final Exam (Individual)	30%	
Class Participation (Individual)	20%	Your participation grades depend on the quantity and quality of your contributions, answering questions, engaging in in-class exercises, asking insightful questions, offering applicable work experience examples, and evidencing general engagement in the class.
Marketing Strategy (Group)	25%	The group must first select a Singaporean firm and a marketing strategy topic (a new product launch, a start-up, a new market entry, rebranding, etc.). All of the lectures will cover the elements of the strategy, **so be thinking of how to apply what you learn to the development of each section of your strategy.**

Academic Honesty & Plagiarism

Academic integrity and honesty are 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' 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

About me

I was born and raised in Lebanon. I am very grateful that I have academic experience in three continents: Asia, Europe, and North America. I earned my Doctorate in Marketing from EM Strasbourg Business School-University of Strasbourg (France). I provide consulting in strategic management and Marketing and works in this capacity with partners from the Middle East, Europe, and Africa. I am also an active researcher with research works in international refereed academic journals and presentations in top-refereed conferences. I published two books in Marketing with decent international success.

Schedule and Outline

Lesson/ Week	Topic	Chapter	Activity (preparation / cases & assignments / follow-up readings & resources)
1	Overview of Marketing Strategy	1	
2	Segmentation and Targeting Concept and Demonstration	2	o Introduce MarkStrat o Explain the group project: marketing strategy for a Singaporean firm
3	Positioning Concepts and Demonstration	3	Case Study: M.M.Lafleur: Market Segmentation and Targeting
4	Choice Models Concept and Demonstration	4	
5	Managing Sustainable Competitive Advantage	5	
6	Managing Relationship-Based Competitive Advantage	6	Reading: Hagiu, A., & Wright, J. (2020). When data creates competitive advantage. Harvard business review, 98(1), 94-101.
RECESS WEEK			
7	Technology and Marketing Strategies	7	Rust, R. T. (2020). The future of marketing. International Journal of Research in Marketing, 37(1), 15-26.
8	Approaches for Managing Ressources	8	
9	Evaluation of the Marketing Strategy	9	
10	B2B Marketing Strategy	10	Case Study: Farm Electronics: The Business-to-Business Marketing Dilemma.
11	Group Presentation		
12	MarkStrat Session		
13	Final Test		