

Module Outline

Module Code : MKT3701A
Module Title : Marketing Strategy: Analysis and Practice
Semester : Semester 1, AY 2022/2023
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“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.

Special Note on Exigencies (e.g., pandemics, etc.)

When unexpected things happen, we adapt accordingly. Hence, flexibility and fluidity (meeting location/delivery/style) will be our *modus operandi* any newer normal. I hope to have your understanding with any last-minute changes that are necessary. Regardless of how we reorientate to changes, **fairness** to all students, i.e., ensuring a level-playing field for learning and assessment, is my guiding principle for decisions. I care about personal extenuating circumstances and try my best to understand your situation. My goal is to help you succeed in your journey through this course.

Assessment

Assessment Components	Weightage
A. Class participation	12%
B. In-class quizzes (6 x 8%)	48%
C. Individual Mid-Semester Project	20%
D. Individual End-Semester Field Assignment	20%

A. Class participation -

Please attend the session during your **registered class-time** – whether physically (see bottom of p3 for your classroom) or virtually (Zoom). In-class activities throughout the semester count for class participation at your registered section. Whether we meet physically or virtually, all you need for class participation is online access (via a laptop or smartphone) to a URL link or QR code. These links expire by the end of class-time.

B. In-class quizzes

Starting from Week 4, there will be weekly in-class quizzes during lecture time, administered through LumiNUS or Canvas (to be decided). A quiz typically comprises of 2 to 4 short-answered questions. To get you warmed up, we will have a “practice quiz” (0%) in Week 3 to familiarize you with the style/format.

Each quiz is worth 8%, administered at the start of each session, with an emphasis on the topics we covered in the previous session. There will be a total of 6 quizzes. All you need is online access to LumiNUS or Canvas. You can access anything and everything for the quiz. The only restriction is that you have to complete the quiz alone, without discussing with anyone.

C. Individual Mid-Semester Project – more details to come in Week 6.

D. Individual End-Semester Field Assignment – more details to come in Week 10.

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’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, please consult me.

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

Week/ Session	Topic
1	<ul style="list-style-type: none"> • Introductions, Discuss Syllabus • Overview of Marketing Strategy: 5 + 20 = 25 P's
2	<ul style="list-style-type: none"> • Mintzberg's 5P's for Strategy • 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 Mid-Semester Project - 1.5 weeks to complete
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"> • Individual End-Semester Field Assignment Briefing - 2 weeks to complete • 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 • Reminder: Individual End-Semester Field Assignment due by end of your class time
13	<ul style="list-style-type: none"> • Individual End-Semester Field Assignment Presentations for <u>Top 10</u> Submissions in each Section (each student has a max of 10 minutes) • <i>[I will inform you whether you made it to the top 10]</i>

Class format: Each session will be composed of two halves: the first half is 65 minutes long, followed by a 25 minute break, and then another second half of 65 minutes. We will end 25 minutes before the last hour. LumiNUS will be used for announcements, hosting content (e.g., slides) and posting of grades.