Module Outline

Module Code : MKT3701B
Module Title : Marketing Strategy: Analysis & Practice
Semester : Semester 1, AY 2022/2023
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Overview

This course builds on the introductory marketing core course and aims to develop the analytical skills required of marketing managers. It is designed to help improve skills to apply the learning from the introductory course in an integrative manner to allow students to analyse, critique, and recommend marketing strategies.

A case-based approach is used in this course and relies on reading, analysis, and discussion to create learning. Each case will put you in the position of a decision maker facing real constraints and considerations.

Module Objectives

Students will learn skills required for the analysis of marketing situations, identification of market opportunities, and development of marketing strategies. Students are expected to critique existing strategies, propose, and defend concise recommendations.

Students should benefit from the experience in problem-solving and business decision-making, develop logical analysis skills, and learn to present information in a clear and concise manner.

General Guide & Reading (e.g. Case preparation guide, project report guide, main textbook & supplementary materials, etc)

Main textbook: Kotler, Keller, and Chernev (2022), *Marketing Management*, 16th edition, Pearson: Essex

Additional readings will be assigned during the semester.

A case-based approach is used. A case preparation guide and case list will be provided at the start of the semester.

Assessment

Assessment Components	Weightage
1. Class Participation	30%
2. In-class Quizzes	30%
3. Group Project & Presentation* (*subject to peer evaluation)	40%

1. Class Participation

You are expected to attend each class **on time** and participate voluntarily and actively in class discussions. In addition, you are also expected to read the text materials and come prepared with case analyses to contribute to the discussions by both listening to your classmates and volunteering your own viewpoints.

2. In-class Quizzes

There will be two quizzes held in class on Weeks 5 and 11. These focus on your understanding of the course materials. No make-up quiz will be held if you are absent, unless on medical grounds.

3. Group Project and Presentation

This project is to allow you to apply the topics that we learn in this module to a product category of your choice. You may use published information sources for this project, and if necessary, conduct some primary research. This semester, we are also privileged to have TalkWalker join us as guest speaker and they have kindly allowed us access to their Quick Access platform and dashboard so you can use it to gather consumer insights from social media. More details about their involvement in the project and the final presentation format will be announced in class.

The issues to be addressed in the project are:

- Marketing environment: 5Cs
- Market opportunity: size
- Possible customer segments/personas
- Consumer sentiments and pain points
- Competitive positionings
- Which brand did well and which did not, in your opinion, and why?

You are allowed to form your own group. Please be advised to choose your group members wisely and allocate responsibilities clearly. Note that this component is subject to peer evaluation ratings. Presentations will be held on Weeks 12 and 13.

Peer Evaluation

Members of each group will evaluate the contribution of other group members. An average score will be calculated for each group member. **Your score for the group assignment will be weighted by this average peer evaluation** score. As such, poor contribution to group work will affect your grade adversely. For example, if your average peer evaluation score for the term project is 50%, and your group scores 90%, your personal score for that component is 45%.

The peer evaluation form can be downloaded from the course website. Your evaluations will be treated confidentially. Non-submissions would be assumed as 100% ratings for all group members.

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' 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/acceptancerecord#NUSCodeofStudentConduct
- http://nus.edu.sg/osa/resources/code-of-student-conduct

Schedule and Outline

Week	Topic	Chapter	Activity (preparation / cases & assignments / followup readings & resources)
1	- Course Introduction & Administration - Understanding Marketing as a Strategy		Case Discussion: From Hardware to Software: The Story of IBM
2	- The Marketing Process and Environment - Go-to-market strategy	2	Guest Speaker: AI & Consumer Insights Discussion activity: Go-to-market strategies
3	- Segmentation & Targeting - Assessing Market Opportunities	6	Discussion activity: Segmentation
4	- Positioning	7	Discussion activity: Using perceptual maps
5	- Branding	10	**Quiz 1** Discussion activity: Brand management
6	- Consumer Behavior - How to Analyse Cases?	3	
RECESS BREAK			
7	- Product Strategy and Customer Value	8	Discussion activity: Identifying segment needs
8	- New Product Development	18	Case 1 – Feihe Dairy
9	- Brand Management	17, 19	Case 2 – Hillshire Farm
10	- Pricing and Distribution Strategy	11, 15	Case 3 – Facelift at Olay
11	- Promotion Strategy	12, 13	**Quiz 2**
12	- Project Presentations I		**Project due date for all groups**
13	- Project Presentations II		