

Module Outline

Module Code : MKT3701B
Module Title : Marketing Strategy: Analysis & Practice
Semester : Semester 2, AY 2022/2023
Faculty : Assoc Prof Doreen Kum
Department : Marketing
Email : bizdk@nus.edu.sg
URL : <https://bizfaculty.nus.edu.sg/faculty-details/?profid=330>
Telephone : 6516-7730

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 analyze, 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.

Students get the opportunity to learn how businesses use marketing, data, and related tools to address market opportunities and challenges. Students will also understand how prevalent and important marketing is to businesses as a strategy to help organizations meet their goals.

A case-based approach is used in this course. This relies on student preparation in terms of active reading and analysis, and in-class 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 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 and posted in Canvas homepage's weekly lesson plan.

A case preparation guide and case list will be provided.

Assessment

Assessment Components	Weightage
1. Class Participation	30%
2. Individual Concept Check Assignments	20%
3. Group Assignment	30%
4. Peer Evaluation	20%

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 actively to the discussions.

You will be asked to form study groups. You are encouraged to discuss the cases with your study group mates through discussion forums in Canvas before class. Such a peer learning practice enhances understanding and richness of in-class discussions. Participation in the discussion forums contribute towards class participation.

2. Individual Concept Check Assignments

These assignments are to assist students in keeping on track with readings and understanding of marketing concepts. More details will be provided in class.

3. Group Assignment

Each team will be assigned to work on a case. The group will be graded on the quality of their analyses, recommendations, and presentation. More details will be shared in class.

4. Peer Evaluation

Group members are allowed to rate group members' contribution to the group assignment. Students are advised to agree on responsibilities and what constitutes "quality contribution". An average of all group members' evaluations will be used for this assessment component's marks. Non-submissions will be considered as equal 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/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

Schedule and Outline

Date	Topic	Chapter	Activity (preparation / cases & assignments / follow-up readings & resources)
1	- Course Introduction & Administration - Understanding Marketing as a Strategy	1	Case Discussion: From Hardware to Software: The Story of IBM
2	- The Marketing Process and Environment - Assessing Market Opportunities	2	Discussion activity: Calculating market potential
3	- Segmentation & Targeting - Buyer personas - Go-to-market strategy	6	Discussion activity: Segmentation
4	- Positioning & Branding - Assessing Market Opportunities	7, 10	Discussion activity: Calculating market potential
5	- Product and Brand Management	8, 17	Case 1 – Feihe Dairy
6	- Consumer Behavior	3, 19	Case 2 – Hillshire Farm Individual Assignment 1 Due (18 Feb)
RECESS BREAK			
7	Guest speaker session: “Understanding Product Management Metrics” 4 Mar (Sat), 10am to 12pm, LT16		
8	- New Product Development	18	Case 2 – Hillshire Farm
9	- Pricing Strategy	11	Case 3 – Coca-Cola India
10	- Distribution Strategy	15	Group Assignment Due
11	- Promotion Strategy	12, 13	Case 4 – Uber
12	GOOD FRIDAY		Individual Assignment 2 Due (8 Apr)
13	- Course Summary		Case 5 – AmorePacific Hong Kong