

Course Outline

Course Code : MKT3701B
Course Title : Marketing Strategy: Analysis and Practice
Semester : Semester 1, AY 2023/2024
Faculty : Mr Joe Escobedo
Department : Marketing
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Overview

This course provides a comprehensive understanding of marketing strategy and analysis, equipping participants with the knowledge and skills to develop effective marketing plans. It covers key concepts such as defining goals and objectives, identifying target audiences, analyzing the competitive landscape, conducting SWOT analysis, setting budgets, choosing marketing channels, developing tactics, and monitoring activities. Through scheduled consultations and group presentations, participants will apply their learning to real-world scenarios and gain practical insights into crafting successful marketing strategies.

Course 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.

Assessment

Assessment Components	Weightage
1. Class Participation	30%
2. Individual Assignments	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 listen to the lectures and contribute to the discussions by both listening to your classmates and volunteering your own viewpoints.

2. Individual Assignments

There will be two assignments held in class on Weeks 5 and 11. These focus on your understanding of the course materials. No make-up assignment 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 an industry of your choice. The company must be included in the project brief. You may use published information sources for this project, and if necessary, conduct some primary research. More details about their involvement in the project and the final presentation format will be announced in class.

The topics to be addressed in the project are:

1. Defining Your Goals and Objectives
2. Identifying Your Target Audience
3. Analyzing the Competitive Landscape
4. Developing Your Positioning & Pricing
5. Choosing Your Marketing Channels & Tactics
6. Implementing & Measuring Your Marketing Activities

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'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 doubts, you should consult your instructor.

Additional guidance is available at:

- [Administrative Policies](#)
- <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*	Notes
1	Course Introduction & Administration Introduction to Marketing Strategy & Analysis	
2	Defining Your Goals and Objectives	
3	Identifying Your Target Audience	
4	Understanding Consumer Behavior	
5	Analyzing the Competitive Landscape	Assignment 1
6	Scheduled Consultation	
	Recess Break	
7	Developing Your Positioning & Pricing	
8	Choosing Your Marketing Channels & Tactics	
9	Implementing & Measuring Your Marketing Activities	
10	Recap: Building A One-Page Marketing Strategy	
11	Presenting Your Strategy To Management	Assignment 2
12	Final Group Presentations (I)	Project due date for all groups
13	Final Group Presentations (II)	

** This outline is subject to change based on the Professor's discretion.*