

Course Outline

Course Code : MKT3701B
Course Title : Marketing Strategy: Analysis and Practice
Semester : Semester 2, AY 2023/2024
Faculty : Mr Joe Escobedo
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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. Participants will apply their learning to real-world scenarios through in-class consultations and group presentations and gain practical insights into crafting successful marketing strategies.

Course Objectives

Students will learn skills required for analyzing marketing situations, identifying market opportunities, and developing marketing strategies. Students must critique existing strategies and 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. In-class Quizzes	30%
3. Group Project & Presentation* (*subject to peer evaluation)	40%

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.

Note: It's important to attend and be punctual for each class, as missing classes or attending class late without valid reasons may negatively impact your grade. If you miss class or late attendance due to medical or university-related reasons, you must provide a relevant medical certificate (MC) or university document via email. This certificate will help ensure that your late attendance or absence does not affect your class participation evaluation.

Individual Quizzes

There will be three quizzes. These focus on your understanding of the course materials. No make-up quiz will be held if you are absent, unless on medical grounds.

Group Project and Presentation

This project allows you to apply the topics 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 your involvement in the project and the final presentation format will be announced in class.

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.

Late Submissions

Late submissions will be subject to a 10% grade penalty in the first 24 hours past the submission deadline and a further 10% penalty every subsequent 24 hours.

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.

Your evaluations will be treated confidentially. Non-submissions or late 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	In-class Quiz
5	Analyzing the Competitive Landscape	
6	In-Class Consultations	
	Recess Break	
7	Developing Your Positioning & Branding	In-class Quiz
8	Choosing Your Marketing Channels & Tactics	
9	Implementing & Measuring Your Marketing Activities	
10	Building A One-Page Marketing Strategy	In-class Quiz
11	Presenting Your Strategy To Management	
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.

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

Defining Your Goals and Objectives:

- Reading: "SMART Goals: How to Make Your Goals Achievable" by MindTools.
- Case Study: Look into the goal-setting process of successful companies like Google or Apple.

Identifying Your Target Audience:

- Reading: "Creating Buyer Personas for Your Business" by HubSpot.
- Case Study: Study how Airbnb identified and targeted its diverse user base.

Understanding Consumer Behavior:

- Reading: "Influence: The Psychology of Persuasion" by Robert Cialdini.
- Case Study: Analyze how Netflix uses consumer data to recommend content.

Analyzing the Competitive Landscape:

- Reading: "Competitive Strategy" by Michael E. Porter.
- Case Study: Research how Coca-Cola competes with Pepsi in the soft drink industry.

Developing Your Positioning & Pricing:

- Reading: "Positioning: The Battle for Your Mind" by Al Ries and Jack Trout.
- Case Study: Examine how Tesla positioned itself as a premium electric car brand.

Choosing Your Marketing Channels & Tactics:

- Reading: "Digital Marketing for Dummies" by Ryan Deiss and Russ Henneberry.
- Case Study: Learn how Red Bull used content marketing and extreme sports events.

Implementing & Measuring Your Marketing Activities:

- Reading: "Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World" by Chuck Hemann and Ken Burbary.
- Case Study: Explore how Google Analytics helped a small business improve its online presence.

Building A One-Page Marketing Strategy:

- Reading: "The One-Page Marketing Plan" by Allan Dib.
- Resource: Create your own one-page marketing plan using templates available online.

Presenting Your Strategy To Management:

- Reading: "The Art of Communicating Your Strategy" by Harvard Business Review.
- Case Study: Review how Apple's marketing team presented the launch strategy for the iPhone.

Public Speaking:

- Reading: "Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds" by Carmine Gallo.
- Resource: Practice public speaking using platforms like Toastmasters or online courses on public speaking.

FAQs**Group Project Specifics:**

1. **Are there any restrictions on the sources of information for the project?** No.
2. **Am I required to attend both presentation days even if I'm not presenting?** Yes, unless on medical grounds.
3. **Will I be able to ask questions regarding the group presentation?** Only during the first 10 minutes of each class and during your in-class consultation on week 6.

In-Class Quizzes:

1. **What format will the quizzes take?** Multiple choice.
2. **Will the quizzes cover material from lectures, readings, or both?** Only in-class lectures.
3. **Is there any study guide or specific chapters students should focus on for the quizzes?** Your class slides and notes are the best study guides.
4. **Will I be able to ask questions regarding the in-class quiz?** No.

Class Participation:

1. **How is class participation graded? Are there specific criteria?** Class participation is based on both the quality and quantity of your involvement in class discussions and exercises.
2. **Does asking questions count toward class participation?** Yes.

Late Submission Policy:

1. **How should students submit late assignments?** Via email.

General Course Queries:

1. **Will there be any guest speakers or special lectures?** Yes, we are planning to invite guest speakers.
2. **Are there any extra credit opportunities available in this course?** No.

3. **How can students provide feedback about the course or suggest improvements?** I'll be sharing a feedback form after each class.

Technology and Resources:

1. **What platforms or software will be used for class communications and submissions?** Canvas
2. **Are there any recommended resources or tools for completing the group project?** Slides and notes from our previous classes.