

## Course Outline

**Course Code** : MKT3701B  
**Course Title** : Marketing Strategy: Analysis and Practice  
**Semester** : Semester 2, AY 2024/2025  
**Faculty** : Associate Prof Doreen Kum  
**Department** : Marketing  
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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 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.

### Course 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 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	20%
2. Individual Concept Check Assignments	30%
3. Group Project	30%
4. Peer Evaluation	20%

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

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

Additional readings will be listed in lecture notes and posted in Canvas homepage's weekly lesson plan.

A case preparation guide and case list will be provided.

### **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:**

- <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

<b>Lesson/ Week</b>	<b>Date</b>	<b>Session</b> (lesson summary or outline / learning objectives / preparation / cases & assignments / follow-up readings & resources)
1		<ul style="list-style-type: none"> <li>- Course Introduction &amp; Administration</li> <li>- Understanding Marketing as a Strategy</li> </ul>
2		<ul style="list-style-type: none"> <li>- The Marketing Process and Environment</li> <li>- Assessing Market Opportunities</li> <li>- <b>Guest Speaker Session for Project Launch</b></li> </ul>
3		<ul style="list-style-type: none"> <li>- Segmentation &amp; Targeting</li> <li>- Buyer personas</li> </ul>
4		<ul style="list-style-type: none"> <li>- Positioning &amp; Branding</li> </ul>
5		<ul style="list-style-type: none"> <li>- New Product and Go-to-market Strategy</li> </ul>
6		<ul style="list-style-type: none"> <li>- Product Management</li> </ul>
<b>RECESS WEEK</b>		
7		<ul style="list-style-type: none"> <li>- Consumer Behavior</li> </ul>
8		<ul style="list-style-type: none"> <li>- Pricing and Distribution Strategy</li> </ul>
9		<ul style="list-style-type: none"> <li>- Promotion Strategy</li> </ul>
10	29 Mar (Sat)	<ul style="list-style-type: none"> <li>- Make-up for NUS Well-being Day (no class)</li> </ul>
11		<ul style="list-style-type: none"> <li>- Course Summary, <b>Project Submission on 1 Apr</b></li> </ul>
12		<ul style="list-style-type: none"> <li>- <b>Project presentations for top 3 teams (Venue: HSS Auditorium)</b></li> </ul>
13	<b>18 Apr</b>	<ul style="list-style-type: none"> <li>- <b>Good Friday (no class)</b></li> </ul>