

**NYU**SCHOOL OF  
PROFESSIONAL STUDIES

## Strategic Marketing

**MASY1-GC 1230 | 201 | Spring 2024 | 01/24/2024 - 05/01/2024 | 3 Credit****Modality:** Online (Sy)**Course Site URL:** <https://brightspace.nyu.edu/>

### General Course Information

**Name/Title:** Myron Gould, Adjunct Assistant Professor**NYU Email:** mg38@nyu.edu**Class Meeting Schedule:** 01/24/2024 - 05/01/2024 | Wednesday | 2:00pm -- 4:35pm**No Class:** 3/20/2024 – Spring Break**Class Location:** Distance Learning/Sy - Online**Office Hours:** Appointments online, as needed. Send professor email to arrange a mutually convenient time.

### Description

This course provides a thorough understanding of the strategic marketing process, from analyzing customer needs, to developing products and services, integrated communications, taking them to market, order fulfillment, and successfully managing customer relationships. Topics include the marketing mix and the holistic marketing concept, marketing research and forecasting, environmental analysis, market segmentation, customer relationship management, brand equity, managing marketing programs, integrated marketing communications, online marketing, and return on marketing investments. In this course, students explore and analyze marketing strategies that are integrated across the organization and its customer touch points, the communications mix across distribution channels, and the customer lifecycle. They also learn how to optimize the core processes of the value chain, analyze the competitive environment, develop, and execute an integrated marketing communications mix, and formulate and implement marketing strategies for acquiring and retaining customers.

### Prerequisites

N/A

### Learning Outcomes

At the conclusion of this course, students will be able to:

- Propose marketing alternatives applying emerging and traditional marketing approaches
- Differentiate between a customer-centric vs. a product-centric structure.
- Evaluate optimal target markets to maximize customer relationships.
- Manage a product through its life cycle of product development and global marketing.
- Construct marketing plans and projects and evaluate results using appropriate marketing and communications B2C, B2B, and not-for-profit approaches.

### Communication Methods

Be sure to turn on your [NYU Brightspace notifications](#) and frequently check the

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“Announcements” section of the course site. This will be the primary method I use to communicate information critical to your success in the course. To contact me, send me an email. I will respond within 24 hours. PLEASE INCLUDE THE FOLLOWING IN THE SUBJECT OF EMAIL YOU SEND TO ME: **“Strategic Marketing - 201”**

Students must use their NYU email to communicate. Brightspace course mail supports student privacy and FERPA guidelines. The instructor will use the NYU email address to communicate with students. All email inquiries will be answered within 24 hours.

### **Structure | Method | Modality**

This course is Online (Sy) and will meet once a week on Wednesday. We will use the Brightspace learning management system. Zoom is the online instruction platform used at NYU. All students should attend the course on time on the days we meet each week. You are expected to check email and/or NYU-Classes daily for announcements concerning assignments, exam dates, class changes or cancellations, and other important information.

Sessions will be comprised of lectures by the Professor, robust, interactive class discussions Group participation. Subject matter lectures, the Strategic Marketing textbook and course pack materials will be used to illustrate principles and stimulate thinking. All course assignments are listed in the syllabus. There is term-long group project in this course. Explicit details will be provided.

### **Expectations**

Quizzes will help students and the Professor assess progress.

### Learning Environment

You play an important role in creating and sustaining an intellectually rigorous and inclusive classroom culture. Respectful engagement, diverse thinking, and our lived experiences are central to this course, and enrich our learning community.

### Participation

Participation means engaging productively to the discussion versus simply speaking in class or offering a random comment in the online forum; it also means actively listening and building on the questions and discussion points of your classmates. As graduate students, you are expected to conduct yourselves in a professional manner and engage and collaborate with your classmates.

- Class participation will be used in determining a student’s final grade. Students are expected to participate in Discussion Forums throughout each week.
- Class participation is a vital part of the learning process for this class. Students are expected to be prepared to discuss the planned-for material as well as to participate in class activities and group activities “outside” of class as described in and inferred by this document. Students must be prepared to present their required presentations on-time – there can be NO EXCEPTIONS to this requirement. Our schedule is too tight to allow for leeway
- Grade may be impacted for each full or partial class session missed.



### Assignments and Deadlines

See matrix at the bottom of this syllabus

### Course Technology Use

We will utilize multiple technologies to achieve the course goals. I expect you to use technology in ways that enhance the learning environment for all students. All class sessions require use of Zoom. All class sessions require use of technology (e.g., laptop, computer lab) for learning purposes.

### Feedback and Viewing Grades

I will provide meaningful feedback on all your papers via our course site in NYU Brightspace. You will receive immediate assessment of your online work on the Stukent.com website.

### Attendance

Students are expected to attend all class sessions. Excused absences are granted in cases of documented serious illness, family emergency, religious observance, or civic obligation. In the case of religious observance or civic obligation, this should be reported no later than the first week of class. Recruiting activities, job interviews and incompatible travel plans, for example, are considered unexcused absences even if notification is given in advance.

Unexcused absences from sessions can have a negative impact on your final grade since you will miss important direction and instruction about how to complete the then current section of your marketing plan. Students are responsible for assignments given during any absence. Students are expected to keep cameras on and remain visible throughout each class. Mute microphones unless speaking.

Each unexcused absence may result in a student's grade being lowered by a fraction of a grade (+/-) for example, from a B to a B-. A student who has three unexcused absences may earn a Fail grade.

The course format requires students to attend class consistently, be prepared to participate in the presentation process, and participate in evaluating peers. Missing more than three class sessions can, at the discretion of the Professor, be cause for the student to have to drop the course or receive a grade of "F."

Students will receive credit for attendance only when they arrive to class on time and stay to the end of the class period. Students may enter class late or leave class early only if given permission by the instructor and if it can be done without disrupting the class.

Class standing for students who miss more than one class session will be subject to review. Entering a class "late" constitutes ½ of a class session missed.

Refer to the [SPS Policies and Procedures page](#) for additional information about attendance.

### **Textbooks and Course Materials**

Gould Course Pack – found on Google drive

**Strategic Marketing Version 5.0.1**

Jeff Tanner and Mary Anne Raymond Adapted by Myron Gould

**Grading | Assessment**

Your grade in this course is based on your performance on multiple activities and assignments. Since all graded assignments are related directly to course objectives and learning outcomes, failure to complete any assignment will result in an unsatisfactory course grade. All written assignments are to be completed using APA format and must be typed and double-spaced. Grammar, punctuation, and spelling will be considered in grading. Please carefully proof-read your written assignments before submitting them for a grade.

You will automatically be graded online for textbook quizzes. **YOU WILL NOT BE ABLE TO REDO ANY OF THE ONLINE QUIZZES AND ASSIGNMENTS SO CAREFULLY REVIEW YOUR WORK PRIOR TO SUBMISSION.**

**IMPORTANT:** It serves no purpose to complete online assignments in advance of their due date. History has shown that students who prepare the work prior to the stated due date often earn a lower grade because they did not have the advantage of correlating their assignments with the class activities designed to supplement student knowledge.

A Grading Guide is provided for each paper you will prepare for this course. Your grade for each paper you will prepare will reflect how well your work conforms to the expectations set forth in the Grading Guide for the paper. I will attach a completed Grading Guide to the beginning of each paper you submit, showing the grade you earned. The paper will then be uploaded to your personal assignments folder on Brightspace. It is possible to receive a paper where I did not include the grading guide. Instead, you will find written comments and the grade you earned at the beginning of the paper. I will make every effort to return papers within one week after you submit them. There are times when I cannot meet this schedule. In such cases, I will return the papers as soon as I can finish grading them.

You will earn an individual grade for the work you do on the Group Assignment. Each member of a group could potentially earn a different grade. Grading for a Group Assignment reflects the work you personally did to help the group effort.

**DESCRIPTION****PERCENTAGE**

Individual: Class Participation	30%
Marketing Management Today – 4 Chapter Quizzes	40%
You must submit Peer Evaluations to receive your Final Grade	
Group Project Presentation described above	30%
<b>Total</b>	<b>100%</b>

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See the [\*“Grades” section of Academic Policies\*](#) for the complete grading policy, including the letter grade conversion, and the criteria for a grade of incomplete, taking a course on a pass/fail basis, and withdrawing from a course.

**Course Outline****Start/End Dates:** 01/24/2024 - 05/01/2024 | Wednesday**Time:** 2:00pm -- 4:35pm**No Class Date(s):** Wednesday – 03/20/2024**Special Notes:** Spring Break 03/18/24 - 03/24/24**Pre-Session Tasks:**

Purchase Textbook.

Read Chapter 1 in the textbook.

**SESSION 1 – 1/24/2024****Session Topics:**

Introduction to Course and Course Materials.

**Lecture:** Library Resources: IBISWorld**Next Session Preparation:**

Read Chapter 1 in the text.

**Session Tasks:**

Assign Groups and explain how we will function.

**SESSION 2 – 1/31/2024****Session Topics and Lecture:**

Industry, Competitors and Key Success Factors

**NEXT Session Preparation:**

Read Chapter 3 in the textbook.

**Session Tasks:****Select a type of business for your Group project.**

Hold a Group planning meeting before the next class.

**Create Industry, Competitors and Key Success Factors sections** of your Marketing plan.

Create a minimum of two PowerPoint slides summarizing this section to be included in your final Group presentation.

**SESSION 3 – 2/7/2024****Session Topics and Lecture:**

Challenges, Key Success Factors Matrix and SWOT Analysis

**NEXT Session Preparation:**

Read Chapters 4 and 5 in the textbook.

**Session Tasks:**

Hold a Group planning meeting before the next class.



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**Create Challenges, Key Success Factors Matrix and SWOT Analysis sections** of your Marketing plan. Create a minimum of two PowerPoint slides summarizing this section to be included in your final Group presentation.

**Paper 1 is due** midnight on Sunday after our 3<sup>rd</sup> class session.

**Complete Quiz 1 by midnight Sunday**

#### SESSION 4 – 2/14/2024

**Session Topics:**

**Lecture:** B2B and B2C segmentation.

**NEXT Session Preparation:**

Read Chapter 7 in the textbook.

**Session Tasks:**

Hold a Group planning meeting before the next class.

Create the Segmentation section of your Marketing plan. Create a minimum of two PowerPoint slides summarizing this section to be included in your final Group presentation.

**Presentation during class:** Paper 1

#### SESSION 5 – 2/21/2024

**Session Topics:**

**Lecture:** Marketing to Business Customers

**NEXT Session Preparation:**

Read Chapter 6 in the textbook.

**Session Tasks:**

Hold a Group planning meeting before the next class.

Create the Segmentation section of your Marketing plan. Create a minimum of two PowerPoint slides summarizing this section to be included in your final Group presentation.

**Complete Quiz 2 by midnight Sunday**

#### SESSION 6 – 2/28/2024

**Session Topics and Lecture:**

Product

**NEXT Session Preparation:**

Read Chapter 7 in the text.

**Session Tasks:**

Hold a Group planning meeting before the next class.

Create the Product section of your Marketing plan. Create a minimum of two PowerPoint slides summarizing this section to be included in your final Group presentation.

**Paper 2 is due** midnight, Sunday.

#### SESSION 7 – 3/6/2024

**Session Topics and Lecture:**

Place – Channel Systems.

**Next Session Preparation:**

Read Chapter 12 in the text.

**Session Tasks:**



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Hold a Group planning meeting before the next class.

Work on the Product and Place section of your Marketing plan. You will have three weeks to complete the Promotion section (before Session 10). Create a minimum of two PowerPoint slides summarizing this section to be included in your final Group presentation.

**Present Paper 2** during class

#### SESSION 8 – 3/13/2024

##### **Lecture and Session Topics:**

Place: Customer Satisfaction and Loyalty

##### **Next Session Preparation:**

Read Chapters 9, 10, 11 in the text.

##### **Session Tasks:**

Hold a Group planning meeting before the next class.

Work on the Product and Place section of your Marketing plan. Create a minimum of two PowerPoint slides summarizing this section to be included in your final Group presentation.

#### SESSION 9 – 3/27/2024

##### **Session Topics and Lecture:**

Promotion Basics; Introduction to SRDS

##### **Next Session Preparation:**

Read Chapter 13 in the textbook.

##### **Session Tasks:**

Hold a Group planning meeting before the next class.

Prepare the Promotion section of your Marketing plan. Create a minimum of two PowerPoint slides summarizing this section to be included in your final Group presentation.

**Paper 3 is due** midnight, Sunday.

#### SESSION 10 – 4/3/2024

##### **Session Topics and Lecture:**

Promotion

##### **Next Session Preparation:**

Read Chapters 10 and 11 in the text.

##### **Session Tasks:**

Hold a Group planning meeting before the next class.

Work on the Promotion section of your Marketing plan. Create a minimum of two PowerPoint slides summarizing this section to be included in your final Group presentation.

**Present Paper 3** during class

Complete Quiz 3 by midnight, Sunday.

#### SESSION 11 – 4/10/2024

##### **Session Topics and Lecture:**

Promotion Plan Spreadsheet

##### **Next Session Preparation:**

Read Chapter 13 in the textbook.

##### **Session Tasks:**

Hold a Group planning meeting before the next class.





Work on the Promotion section of your Marketing plan and the Promotion Plan Spreadsheet. Create a minimum of two PowerPoint slides summarizing this section to be included in your final Group presentation.

### SESSION 12 – 4/17/2024

#### **Session Topics and Lecture:**

Price

#### **Next Session Preparation:**

Read Chapters 15, 16 and 17 in the text.

#### **Session Tasks:**

Hold a Group planning meeting before the next class.

Complete the Promotion section of your Marketing plan. Create a minimum of two PowerPoint slides summarizing this section to be included in your final Group presentation.

**Paper 4 is due** midnight, Sunday

### SESSION 13 – 4/24/2024

#### **Session Topics and Lecture:**

Digital Metrics

#### **Next Session Preparation:**

Read Chapter 11 in the text.

#### **Session Tasks:**

Hold a Group planning meeting before the next class.

Complete the Metrics section of your Marketing plan – in the Excel Workbook. Only the rationale goes into the Word document. Prepare/organize your Group Marketing Plan presentation. Create a minimum of two PowerPoint slides summarizing this section to be included in your final Group presentation.

**Complete Quiz 4 by midnight, Sunday.**

### SESSION 14 – 5/1/2024

**Groups will present their PowerPoint presentations. The Group written Marketing Plan is due before this session. Individual Peer Reviews forms are due prior to this session.**

	<b>Session Topics</b>	<b>Next Session Preparation</b>	<b>Session Tasks</b>	<b>Activities and Quizzes</b>
<b>Session 1</b> 1/24/2024	Introduction to Course and Course Materials. <b>Lecture:</b> Library Resources: IBISWorld	Read Chapter 2 in the textbook.	Assign Groups and explain how we will function.	
<b>Session 2</b> 1/31/2024	<b>Lecture:</b> Industry, Competitors and Key Success Factors		Hold a Group planning meeting before the next class. <b>Create Industry, Competitors and Key Success</b>	





	<p>This is part of Paper 1 – Foundation.</p> <p><b>Paper 1 is due</b> midnight on Sunday after our 3<sup>rd</sup> class.</p>		<p><b>Factors sections</b> of your Marketing plan. Create a minimum of two PowerPoint slides summarizing this section to be included in your final Group presentation.</p>	
<p><b>Session 3</b> 2/7/2024</p>	<p><b>Lecture:</b> Challenges, Key Success Factors Matrix and SWOT Analysis</p> <p>This information is part of Paper 2 – Situation Analysis</p> <p><b>Paper 2 is due</b> midnight, Sunday after our 6<sup>th</sup> Class</p>	<p>Read Chapter 3 in the textbook.</p>	<p>Hold a Group planning meeting before the next class. <b>Create Challenges, Key Success Factors Matrix and SWOT Analysis sections</b> of your Marketing plan. Create a minimum of two PowerPoint slides summarizing this section to be included in your final Group presentation.</p>	<p>Complete Quiz 1 by midnight, this coming Sunday</p> <p><b>Paper 1 is due</b> midnight on Sunday after our 3<sup>rd</sup> class session.</p>
<p><b>Session 4</b> 2/14/2024</p>	<p><b>Lecture:</b> B2B and B2C segmentation.</p> <p>This information is part of Paper 2 – Situation Analysis</p> <p><b>Paper 2 is due</b> midnight, Sunday after our 6<sup>th</sup> Class</p>	<p>Read Chapters 4 and 5 in the textbook.</p>	<p>Hold a Group planning meeting before the next class. Create the Segmentation section of your Marketing plan. Create a minimum of two PowerPoint slides summarizing this section to be included in your final Group presentation.</p>	<p><b>Present Paper 1</b> during class</p>
<p><b>Session 5</b> 2/21/2024</p>	<p><b>Lecture:</b> Marketing to B2B and B2C Customers</p> <p>This information is part of</p>	<p>Read Chapter 6 in the textbook.</p>	<p>Hold a Group planning meeting before the next class. Create the Segmentation section of your Marketing plan. Create a minimum of two</p>	<p>Quiz 2</p>



	<p>Paper 2 – Situation Analysis</p> <p><b>Paper 2 is due</b> midnight, Sunday after our 6<sup>th</sup> Class</p>		<p>PowerPoint slides summarizing this section to be included in your final Group presentation.</p>	
<p><b>Session 6</b> 2/28/2024 Product</p>	<p><b>Lecture:</b> Product</p> <p>This information is part of Paper 3 – Product and Place</p> <p><b>Paper 3 is due</b> midnight, Sunday after our 8<sup>th</sup> Class</p>	<p>Read Chapter 7 in the textbook.</p>	<p>Hold a Group planning meeting before the next class. Create the Product section of your Marketing plan. Create a minimum of two PowerPoint slides summarizing this section to be included in your final Group presentation.</p>	<p><b>Paper 2 is due</b> midnight, Sunday after our 6<sup>th</sup> Class</p>
<p><b>Session 7</b> 3/6/2024 Place</p>	<p><b>Lecture:</b> Place - Channel Systems</p> <p>This information is part of Paper 3</p> <p><b>Paper 3 is due</b> midnight, Sunday after our 9<sup>th</sup> Class</p>	<p>Read Chapter 12 in the textbook.</p>	<p>Hold a Group planning meeting before the next class. Work on the Product and Place section of your Marketing Plan. Create a minimum of two PowerPoint slides summarizing this section to be included in your final Group presentation.</p>	<p><b>Present Paper 2</b> during class</p>
<p><b>Session 8</b> 3/13/2024 Place</p>	<p><b>Lecture:</b> Place: Customer Satisfaction and Loyalty</p> <p>This information is part of Paper 3</p> <p><b>Paper 3 is due</b> midnight, Sunday after our 9<sup>th</sup> Class</p>	<p>Read Chapters 9, 10, and 11 in the textbook.</p>	<p>Hold a Group planning meeting before the next class. Continue working on the Product and Place section of your Marketing Plan. Create a minimum of two PowerPoint slides summarizing this section to be included in your final Group presentation.</p>	



<b>Session 9</b> 3/27/2024 Promotion	<b>Lecture:</b> Promotion Basics  Introduction to SRDS  This information is part of Paper 4  <b>Paper 4 is due</b> midnight, Sunday after our 12 <sup>th</sup> Class	Read Chapter 9 in the textbook.	Hold a Group planning meeting before the next class. Prepare the Promotion section of your Marketing plan. Create a minimum of two PowerPoint slides summarizing this section to be included in your final Group presentation.	<b>Paper 3 is due</b> midnight, Sunday after our 9 <sup>th</sup> Class
<b>Session 10</b> 4/3/2024 Promotion	<b>Lecture:</b> Promotion  <b>Paper 4 is due</b> midnight, Sunday after our 12 <sup>th</sup> Class	Read Chapters 10 and 11 in the textbook.	Hold a Group planning meeting before the next class. Work on the Promotion section of your Marketing plan. Create a minimum of two PowerPoint slides summarizing this section to be included in your final Group presentation.	<b>Present Paper 3</b> during class Quiz 3
<b>Session 11</b> 4/10/2024 Promotion	Promotion Plan spreadsheet  <b>Paper 4 is due</b> midnight, Sunday after our 12 <sup>th</sup> Class	Read Chapter 13 in the textbook.	Hold a Group planning meeting before the next class. Work on the Promotion section of your Marketing plan. Create a minimum of two PowerPoint slides summarizing this section to be included in your final Group presentation.	
<b>Session 12</b> 4/17/2024	<b>Lecture:</b> Price  This is part of the <b>Final Paper</b> .	Read Chapters 15, 16 and 17 in the text.	Hold a Group planning meeting before the next class. Complete the Metrics section of your Marketing plan. Create a minimum of two PowerPoint	<b>Paper 4 is due</b> midnight, Sunday after our 12 <sup>th</sup> Class



			slides summarizing this section to be included in your final Group presentation.	
<b>Session 13</b> 4/24/2024	<b>Lecture:</b> Metrics  This is part of the <b>Final Paper</b> .		Hold a Group planning meeting before the next class. Complete the Metrics section of your Marketing plan – in the Excel Workbook. Only the rationale goes into the Word document. Prepare/organize your Group Marketing Plan presentation. Create a minimum of two PowerPoint slides summarizing this section to be included in your final Group presentation.	Quiz 4
<b>Session 14</b> 5/1/2024		Present Marketing Plan	Groups will present their PowerPoint presentations. The Group written Marketing Plan is due before this session. Individual Peer Reviews forms are due prior to this session.	

**NOTES:**

The syllabus may be modified to better meet the needs of students and to achieve the learning outcomes.

The School of Professional Studies (SPS) and its faculty celebrate and are committed to inclusion, diversity, belonging, equity, and accessibility (IDBEA), and seek to embody the IDBEA values. The School of Professional Studies (SPS), its faculty, staff, and students are committed to creating a mutually respectful and safe environment (*from the [SPS IDBEA Committee](#)*).

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## New York University School of Professional Studies Policies

1. Policies - You are responsible for reading, understanding, and complying with [University Policies and Guidelines](#), [NYU SPS Policies and Procedures](#), and [Student Affairs and Reporting](#).
2. Learning/Academic Accommodations - New York University is committed to providing equal educational opportunity and participation for students who disclose their dis/ability to the [Moses Center for Student Accessibility](#). If you are interested in applying for academic accommodations, contact the [Moses Center](#) as early as possible in the semester. If you already receive accommodations through the Moses Center, request your accommodation letters through the [Moses Center Portal](#) as soon as possible ([mosescsa@nyu.edu](mailto:mosescsa@nyu.edu) | 212-998-4980).
3. Health and Wellness - To access the University's extensive health and mental health resources, contact the [NYU Wellness Exchange](#). You can call its private hotline (212-443-9999), available 24 hours a day, seven days a week, to reach out to a professional who can help to address day-to-day challenges as well as other health-related concerns.
4. Student Support Resources - There are a range of resources at SPS and NYU to support your learning and professional growth. For a complete list of resources and services available to SPS students, visit the [NYU SPS Office of Student Affairs site](#).
5. Religious Observance - As a nonsectarian, inclusive institution, NYU policy permits members of any religious group to absent themselves from classes without penalty when required for compliance with their religious obligations. Refer to the [University Calendar Policy on Religious Holidays](#) for the complete policy.
6. Academic Integrity and Plagiarism - You are expected to be honest and ethical in all academic work. Moreover, you are expected to demonstrate how what you have learned incorporates an understanding of the research and expertise of scholars and other appropriate experts; and thus recognizing others' published work or teachings—whether that of authors, lecturers, or one's peers—is a required practice in all academic projects.

Plagiarism involves borrowing or using information from other sources without proper and full credit. You are subject to disciplinary actions for the following offenses which include but are not limited to cheating, plagiarism, forgery or unauthorized use of documents, and false form of identification

[Turnitin](#), an originality detection service in NYU Brightspace, may be used in this course to check your work for plagiarism.

Read more about academic integrity policies at the NYU School of Professional Studies on the [Academic Policies for NYU SPS Students](#) page.

7. Use of Third-Party Tools - During this class, you may be required to use non-NYU apps/platforms/software as a part of course studies, and thus, will be required to agree to the "Terms of Use" (TOU) associated with such apps/platforms/software.

These services may require you to create an account but you can use a pseudonym (which may not identify you to the public community, but which may still identify you by IP address to the company and companies with whom it shares data).

You should carefully read those terms of use regarding the impact on your privacy rights and intellectual property rights. If you have any questions regarding those terms of use or the impact on the class, you are encouraged to ask the instructor prior to the add/drop deadline.