

Strategic Marketing

MASY1-GC 1230 | 100 | Spring 2024 | 01/24/2024 - 05/01/2024 | 3 Credit

Modality: In-person

Course Site URL: <https://brightspace.nyu.edu/>

General Course Information

Name/Title: Piper Henriques, Adjunct Instructor

NYU Email: pnh5@nyu.edu

Class Meeting Schedule: 01/24/2024 - 05/01/2024 | Wednesday | 06:20pm -- 08:55pm

Class Location: 181 Mercer Street, Room 251

Office Hours: By appointment, please email pnh5@nyu.edu to schedule a Zoom meeting.

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 “Announcements” section of the course site. This will be the primary method I use to communicate information critical to your success in the course.

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 In-person 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. Brightspace is the learning management system we will use for assignments, announcements, and emails. Subject matter lectures, course pack materials, supplemental reading and the course textbook will be used to illustrate principles and stimulate critical thinking. Course requirements consist of assignments that you will complete on your own, and those which require team participation. Individual assignments include (1) homework and related exercises, based on your textbook, articles and other topical reading; (2) a review of a current topic in strategic marketing management; (3) two Forum post assignments; (4) three mini quizzes; and (5) a midterm exam. Team assignments include a group case analysis and presentation and there will also be in-class group collaborations and presentations. You will also have a final project and presentation.

Expectations

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

You are integral to the learning experience in this class. Be prepared to actively contribute to class activities, group discussions, and work outside of class.

Assignments and Deadlines

All students must complete all course assignments. You should come to each class fully prepared, having read the assigned readings and completed the assignment(s), and be ready to actively engage in class discussions.

Individual assignments for this course include mini quizzes, Forum posts, a Current Topics briefing and your midterm exam. All assignment uploads must go to the respective sub-folder on Brightspace within the “Assignments” Section. Each assignment sub-folder will include the detailed assignment description. The number of the assignments and their due dates are listed on the course outline that follows. Failure to submit assignments on time will result in a weighted grade reduction for the specific assignment as shown in the Assessment Strategy below.

Mini Quizzes

Mini quizzes will be assigned periodically to assess your understanding of the material, and to help you prepare for your midterm exam. Be sure to check Brightspace to confirm quiz topics, any notes regarding the assigned reading and the assignment requirements.

Forum Posts

A percentage of your grade is based on your posts on the Forums. You must post at least twice to each Forum unless otherwise indicated. One post should be your response to the

questions posed in the Forum. The other post should be a meaningful response to another student's post. All Forum posts are due by 11:59 PM a week after they have been assigned, unless otherwise indicated. Remember that the purpose of the Forum posts is to foster lively, but respectful discussion so please tailor your comments accordingly.

Current Topics Briefing

One of your assignments will involve the preparation of a current topic review in strategic marketing management. Students will select a due date on the 1st day of class, with the associated topic and the schedule will be posted on Brightspace for your reference. Your Current Topics briefing should be posted on Brightspace by 11:59 PM on your due date.

Midterm Exam

Your midterm exam will consist of a combination of multiple choice and short answer questions. The midterm will last 1½ hours. The chapters to be covered in the exam will be confirmed the week before the exam date.

Group Case Analysis

All teams will be assigned the same case to analyze, with a corresponding set of questions. Teams will submit their case analyses through Brightspace by the assigned due date. Parameters for the case write-up and presentation will be distributed.

Final Project

The final project consists of a team recommendation for marketing an existing product or service to a consumer group. The product should be currently active in the marketplace. Details regarding the final project will be shared under separate cover.

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 timely meaningful feedback on all your work via our course site in NYU Brightspace. You can access your grades on the course site Gradebook.

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 in advance. Unexcused absences from sessions may have a negative impact on a student's final grade. Students are responsible for assignments given during any absence.

If for some reason (excused absence) you will not be in class, you must notify the instructor prior to the scheduled session if you will not be attending and the reason.

Each unexcused absence or being late may result in a student's grade being lowered by a fraction of a grade. A student who has three unexcused absences may earn a Fail grade.

University Calendar Policy on Religious Holidays:

<https://www.nyu.edu/about/policies-guidelines-compliance/policies-and-guidelines/university-calendar-policy-on-religious-holidays.html>

Students who join the course during add/drop are responsible for ensuring that they identify what assignments and preparatory work they have missed and complete and submit those per the syllabus.

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

Textbooks And Course Materials

- Philip Kotler and Gary Armstrong, Principles of Marketing, 2021, 18th Edition, Print ISBN – 13: 9780135886830; E-Text ISBN – 13: 9780136645986
- Harvard Business Publishing Education Course pack

Students can purchase these items through the NYU Bookstore and Harvard Business Publishing.

Required:

<https://www.bkstr.com/nyustore/product/principles-of-marketing--subscription--466618-1>
<https://hbsp.harvard.edu/import/1086632>

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. I will update the grades on the course site each time a grading session has been completed.

DESCRIPTION	PERCENTAGE
Class participation	5%
Forum posts (2 total; 5% each)	10%
Current Topics briefing	10%
Oral presentations, group case and final project	10%
Mini quizzes (3 total)	15%
Midterm exam	20%
Group case analysis	10%
Final project	20%
TOTAL POSSIBLE	100%

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: 06:20pm -- 08:55pm

No Class Date(s): Wednesday, 03/20/2024

Special Notes: Spring Break 03/18/24 - 03/24/24

SESSION 1

1/24/2024

Session Topics:

Welcome! Course review

Chapter 1: Marketing: Creating Customer Value and Engagement

Description: In this introduction to Strategic Marketing, the key topics will include foundational marketing insights, key strategies for customer value-driven marketing, and current trends affecting digital, mobile, and social media.

Session Preparation:

Review the syllabus and read Chapter 1 on “Creating Customer Value and Engagement”

Read Alemany, Christine. (2022) "3 Ways Marketers Can Earn - and Keep - Customer Trust."

Harvard Business Review. <https://hbsp.harvard.edu/import/1086632>

Prepare for Quiz 1 next week

SESSION 2

1/31/2024

Session Topics:

Chapter 2: Company and Marketing Strategy: Partnering to Build

Description: Learn how an organization's overall strategic planning guides the marketing strategy. Target marketing, strategic messaging, developing the marketing mix, and the importance of return on investment (marketing ROI) will be explained.

Session Preparation:

Magill, Paul and Moorman, Christine. (2022.) "Do Your Marketing Metrics Show You the Full Picture." Harvard Business Review. <https://hbsp.harvard.edu/import/1086632>

Assignments:

Complete Quiz 1

SESSION 3

2/7/2024

Session Topics:

Chapter 5: Consumer Markets and Buyer Behavior

Description: This week focuses on understanding consumer buying influences and buyer behavior. Teams will also be finalized, and group case requirements posted.

Session Preparation:

Chapter 5

Kunz, Ben. (2022) "A Marketer's Equation to Calculate for Impulse." American Marketing Association. <https://www.ama.org/marketing-news/a-marketers-equation-to-calculate-for-impulse/>

Assignments:

Current Topics Brief #1 due

Prepare for Quiz 2 next week

SESSION 4

2/14/2024

Session Topics:

Chap. 3. Analyzing the Marketing Environment

Chap. 4. Managing Marketing Information to Gain Customer Insights

Description: Transformation in marketing research is enhancing the ability to gather, analyze, and understand consumer insights.

Session Preparation:

Chapters 3-4

Assignments:

Complete Quiz 2

Prepare for next week's quiz

SESSION 5

2/21/2024

Session Topics:

Chap. 6. Business Markets and Business Buyer Behavior

Chap. 7. Customer Value–Driven Marketing Strategy

Description: This topic looks specifically at business customers that buy goods and services for producing their own offerings. We will analyze how to strategically market to business customers, identify market segments, and how to select a target market strategy.

Session Preparation:

Chapters 6-7

Chung, Doug J.; Huber, Isabel; Devignes, Jean Charles; and Clauwaert, Tom. (2022.) "How B2B Businesses Can Get Omnichannel Sales Right." Harvard Business Review.

<https://hbsp.harvard.edu/import/1086632>

Assignments:

Forum #1, Complete Quiz 3

SESSION 6

2/28/2024

Session Topics:

Chap. 8. Products, Services, and Brands: Building Customer Value

Description: This section is a deeper analysis of the marketing mix and tactical tools used for implementing marketing strategies, engaging with customers, and customer value.

Session Preparation:

Chapters 8

Assignments:

Current Topics Brief #2 due

Prepare for the Midterm

SESSION 7

3/6/2024

Session Topics:

Midterm, 1st half of class

Chap. 9. Developing New Products; Managing the Product Life Cycle

Description: This week is the midterm. In the second half of class, the topic will focus on new product development marketing strategies.

Session Preparation:

Chapter 9

Prepare for the Midterm

SESSION 8

3/13/2024

Session Topics:

Review of midterm

Chap. 10. Pricing: Understanding and Capturing Customer Value

Chap. 11. Pricing Strategies: Additional Considerations

Description: Pricing is a major marketing tool, and this session delves into its importance, as well as several key pricing strategies.

Session Preparation:

Chapters 10-11

Bertini, Marco; Schuckmann, Julia von; and Kronrod, Ann. (2022). "Talking to Your Customers About Prices." Harvard Business Review. <https://hbsp.harvard.edu/import/1086632>

Assignments:

Current Topics Brief #3 due

Continue work on your Case Study Group Project

SESSION 9

3/27/2024

Session Topics:

Chap. 12. Marketing Channels: Delivering Customer Value

Chap. 13. Retailing and Wholesaling

Description: Explain the use of marketing channels, and distribution channels. This session will also delve into strategic marketing strategies behind retailing and wholesaling.

Session Preparation:

Chapters 12-13

Assignments:

Group case study work session

SESSION 10

4/3/2024

Session Topics:

Group case analyses and presentations

Chap. 18 Creating Competitive Advantage

Description: Utilizing a competitive analysis to better understand competitors and consumers. Explaining how creating value for customers can be developed from competitive marketing strategies.

Session Preparation:

Chapter 18

Assignments:

Group case analysis project submitted to Brightspace and in-class presentations

SESSION 11

4/10/2024

Session Topics:

Chap. 15. Advertising and Public Relations

Chap. 17. Direct, Online, social media, and Mobile Marketing

Description: Foundational introduction to the role of advertising and public relations. We will also cover the current state of direct, online, social media and mobile marketing.

Session Preparation:

Chapters 15 and 17 Balis, Janet. (2022) "5 Ways Marketing Leaders Can Drive More Value in 2022." Harvard Business Publishing. <https://hbsp.harvard.edu/import/1086632>

Assignments:

Current Topics Brief #4 due

SESSION 12

4/17/2024

Session Topics:

Chap. 14. Engaging Consumers and Communicating Customer Value

Chap. 16. Personal Selling and Sales Promotion

Description: Insights into the evolving communications landscape and the importance of integrated marketing communications. Plus, identifying how an organization's sales force plays a crucial role in building relationships, creating value, and engaging customers. This session also covers personal selling and sales promotion.

Session Preparation:

Chapters 14-16

Henle, Peter; Hjortegaard, Jens; Lee, Jordan; and Schottland, Dave. (2023) "3 Strategies to Boost Sales and Marketing Productivity." Harvard Business Review.

<https://hbsp.harvard.edu/import/1086632>

Assignments:

Forum #2 posted

In-class Competitive Harvard Simulation Case Study Project

Prepare your "Strategic Marketing" Final Project

SESSION 13

4/24/2024

Session Topics:

Chap 19 The Global Marketplace

Chap. 20. Sustainable Marketing: Social Responsibility and Ethics

Description: Exposure to three key approaches to entering global markets and how companies adapt their marketing strategies. Principles of sustainable marketing will also be covered.

Session Preparation:

Chapters 19-20

Assignments:

Finalize your final "Strategic Marketing" Final Project

SESSION 14

5/1/2024

Session Topics:

Final Project Presentations

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](#)*).

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 | 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.