**Strategic Marketing**

**MASY1-GC 1230 | 202 | Fall 2024 | 09/03/2024 – 12/10/2024 | 3 Credits**

**Modality:** Online Synchronous

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

**General Course Information**

**Name/Title:** Dr. Dena Bateh, Adjunct Professor

**NYU Email:** drb8@nyu.edu

**Class Meeting Schedule:** 9/03/2024 - 12/10/2024 | Tuesdays | 7:00 pm – 9:35 pm

**Class Location:** TBD

**Office Hours:** By Appointment.

**No Class Dates:**T - 10/15/2024

**Special Notes:**Tuesday 10/15/2024 – Legislative Monday: Classes will meet according to a Monday schedule on Tuesday, October 15, 2024

**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](https://www.nyu.edu/servicelink/KB0018507) 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. To contact me, send me an email. I will respond within 24 hours.

Credit students must use their NYU email to communicate. Non-degree students do not have NYU email addresses. 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**

There are 14 session topics in this course.

This course is online synchronous and will meet once a week on Tuesday. Brightspace is the learning management system we will use. Zoom is the online instruction platform used at NYU, which we will use for student conferences. This course will deploy one (1) Marketing Simulation [artificial Intelligence Interactive Learning] exercises that will introduce students to the detailed challenges that Companies, and individual Marketing Groups confront on a daily basis. Case Study learning will be a core component of the teaching methodologies used in this course. A wide exposure to the metrics and inner workings of the models that marketing executives deploy will be weaved throughout the courses, including Lean Start-Up Practices and Conjoint Analyses Techniques.

**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.

Class Participation: Participation means contributing 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.

Assignments and Deadlines

You are expected to check email and/or Brightspace (for in-person classes) daily for announcements concerning assignments, exam dates, class changes or cancellations, and other important information.

**Late assignments will not be accepted unless students email prior to the assignment deadline.**

**If approved, late assignments will receive a 10% graded deduction for each day late, with a maximum late submission of 3 days late after the initial assignment deadline.**

**Emergencies**

Students are only allowed to make-up assignment with a medical or family emergency. Otherwise, missed assignments will result in a “0”.

• Students can make-up missed tests provided the instructor is given more than 48 hoursadvanced notice. Note that only excused absences – health/sickness, family emergency, etc. will be accepted. No form of extra-credit work is permissible. Students are not permitted to redo/revise/resubmit any completed and graded assignments.

Assignments and readings must be executed and are due on the dates indicated.

The assignment will be graded for content, grammar, and clarity.

Students are expected to behave in a professional manner and attend all classes

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 technology (e.g., laptop, computer lab) for learning purposes.

**Generative AI Use –**

**Not permitted**

You can only learn from the work you do. Unless otherwise stated, you should not use generative AI tools to create any part of an assignment in this course; every submission should be entirely your work (for example from an NYU course).

This course assumes that work submitted by students – all process work, drafts, brainstorming artifacts, final works – will be generated by the students themselves, working individually or in groups as directed by class assignment instructions. As will any other class work generated by anyone other than the students (by other students, by a company, or by using generative AI tools), use can be a violation of Academic Integrity policy (adapted example from [University of Texas, Austin](https://ctl.utexas.edu/chatgpt-and-generative-ai-tools-sample-syllabus-policy-statements)).

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

A 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.

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.

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](https://www.sps.nyu.edu/homepage/student-experience/policies-and-procedures.html) for additional information about attendance.

**Textbooks and Course Materials**

Students can purchase these items through the NYU Bookstore.

**Required**:

**Strategic Management**: 6th Edition; By Frank Rothaermel Author(s) Frank T. Rothaermel 2024. Publisher: McGraw-Hill Higher Education.

Print ISBN: 9781264124312, 1264124317

eTextISBN: 9781265954574, 1265954577

Harvard Business Review (2020, April 7th). HBR's 10 Must Reads on Strategy 2-Volume

Collection. Harvard Business Review Publishers.

ISBN-10 : 1633699390

ISBN-13 : 978-1633699397

Available at NYU Bookstore or Amazon.com

In addition, it is highly recommended that you read several articles per week on various topics to

understand the latest trends, how the industry is constantly evolving, and to reinforce what has

been discussed in class.

* Various emails throughout the semester that we send (will sometimes be discussed in class)
* Business Insider (App or www.businessinsider.com) - register for daily emails or access to the App on any Smartphone.
* Marketing Land (http://marketingland.com/ - free subscription once registered on the website
* Campaign Live (http://www.campaignlive.co.uk/ - free subscription once registered on the website).
* Media Post (https://www.mediapost.com/) - free subscription to the daily or weekly
* newsletter once registered on the website.
* E-marketer (https://www.emarketer.com/) - free subscription to the daily or weekly
* newsletter once registered on the website.
* These books are recommended for those students who wish to independently explore subjects relevant to Strategic Marketing Planning for their increased knowledge. These are not required reading for this course.
* “The Social Customer” by Adam Metz (McGraw-Hill)
* “Ecological Intelligence” by Daniel Goleman (Broadway Books)
* “Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization” by Olivier Blanchard (Que Biz-Tech)
* “Why She Buys” by Bridget Brennan (Crown Business – Random House)
* “The New Rules of Marketing & PR” by David Meerman Scott (John Wiley & Sons)
* “Finding Fertile Ground” by Dr. Scott A. Shane (Pearson Education – publishing as Wharton School Publishing)
* “The Power of Social Networking” by Tara Hunt (Three Rivers Press)
* “Give and Take” by Adam Grant (Penguin Books)

**Classroom Expectations:**

As graduate students, you are expected to conduct yourselves in a professional manner and

engage and collaborate with your classmates. SPS classrooms are diverse and include

students who range in age, culture, learning styles, and levels of professional experience. To

maintain an inclusive environment that ensures all students can equally participate with and

learn from each other, as well as receive feedback and instruction from faculty during group

discussions in the classroom, all course-based discussions and group projects should occur in a

language that is shared among all participants.

**Assignments**

Late assignments will not be accepted. Students are only allowed to make-up assignments with

a documented medical note or family emergency. Otherwise, missed assignments will result in

a “0.” All assignments must be uploaded to the folder on Brightspace labeled “Assignments.”

Each assignment sub-folder will include the detailed assignment description and grading

criteria/rubric. The number of the assignments and their due dates are on the course outline that

follows. Assignment due dates are final and non-negotiable. Late assignments are not accepted

without prior written permission from the faculty and cannot be granted more than once

throughout the semester. Failure to submit assignments on time will result in a grade reduction

of 20%.

• Students can make-up missed tests provided the instructor is given more than 48 hours

advanced notice. Note that only excused absences – health/sickness, family emergency,

etc. will be accepted.

**Technology Policy**

Students are allowed to bring their laptops, tablets or any technology device to take notes. No

cellphones allowed during class. Students are allowed to bring their laptops, tablets or any

technology device to take notes. No cellphones allowed during class. Establishing an

environment of mutual respect and exchange in the classroom requires a commitment to

presence in discussions and full attention to the course materials presented in class.

**Online Technical Support:**

IT Service Desk: (212)-998-3333 (24 hours a day, 7 days a week) Email: AskIT@nyu.edu

**Zoom Support**

• NYU Zoom Guide for Students

• Make sure you are using NYU Zoom to log-in for class

• Check the NYU Zoom site often for updates. (To update Zoom, you can also open from your

desktop and click menu, then “Check for Updates.”)

**Brightspace Support**

* Log-in to the Brightspace platform or visit the Student Training website.
* Video on how to Navigate the Bright Space Learning Environment

**Assessment Strategy**

**Homework assignments/HBR Case Presentations: 30%**

o Individual and group assignments, equal weighting

o For group homework assignments, each group member will be graded based on

his/her individual contribution to the homework. Each group member will be

responsible and graded for 30% of each group assignment.

o HBR Case Presentations will be in Groups – no more than 5 PowerPoint Slides may

be used, and ALL group members must present. Each group member will be

responsible for 30% of the HBR PowerPoint Presentation. Each slide must indicate

group member’s name. For the presentation, each group member will be graded

individually.

**• Midterm exam: 25%**

In class written exam that includes multiple choice, True/False and short essay

answers

* **Class participation: 15%**

Please see the above section, which outlines the expectations for class participation

* **Final Group Paper/Presentation: 30%**

Each group member is responsible for 20% of the final group paper. Group members will be

graded individually for the Presentation of the final paper.

(Paper will be graded out of 100 points and will be worth 80% and will represent the paper

portion of the grade; Presentation will be graded out of 100 points and will be 20% and will

represent the presentation portion of the grade).

\*\*\*NOTE: For each group assignment, each student in the group will be graded individually.

Within each assignment, the group member(s’) name must appear next to the section of the

assignment that he/she completed.

Example:

Section 1: Direct Marketing (John Doe)

\*\*\*If all group members participate equally, please indicate at the beginning of the assignment.

\*\*\*NOTE: ALL assignment must be in APA 6th edition format. This means that all references

must be cited within the assignments as well as at the end as References.

* **FINAL PAPER & PRESENTATION REQUIREMENTS:**

Final Paper – Student will prepare a Final Paper consisting of a Strategic Marketing Plan

based on a company that will be provided by the professor. The goal of this assignment is

to exhibit students’ understanding of the Strategic Marketing Process and how to apply it.

The Final Paper is expected to incorporate ALL OF the tools and methods taught during the

course. If we covered it, you should include it. The final paper and presentation are due

by TUESDAY, November 26 at 11:59 PM.

\*\*A sample template for the Strategic Marketing Plan that you may use as a guide when writing your plan will be posted under RESOURCES in Brightspace.

**Final Paper Presentations –**

**Oral Presentations**

Each group will make a 20-minute presentation of their plan to the class on Wednesday,

December 1. The group should provide a summary of each of the main points in the written

report. In making the presentation, the use of visual aids (e.g., PowerPoint (20-slide maximum, which must include speaker notes on the slides/handouts, ads, charts, etc.) is highlyrecommended. Each group member must have some speaking part in the presentation.

2. Groups - The Professor will assign each student to a group where the members will work

together throughout the course as follows: (Group membership is subject to change

depending upon the number of students enrolled.)

**Group Assignments will be for the Final Paper as well as for the HBR Cases.**

\*\*\*For all group assignment submissions, please ensure to include all group member

names on the title page.

See the [“Grades” section of Academic Policies](https://www.sps.nyu.edu/homepage/student-experience/policies-and-procedures.html#Graduate1)” 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:** 09/03/2024 – 12/10/2024 | Tuesday.

**Time:** 6:20pm – 8:55pm

**No Class Date(s):** Monday - 10/14/2024

**Special Notes:** Tuesday 10/15/2024 – Legislative Monday: Classes will meet according to a Monday schedule on Tuesday, October 15, 2024

**Week 1, Class 1 of 14 – Tuesday, September 3, 2024**

Before this class read: Rothaermel and Rothaermel Text–

Chapter 1: What is Strategy?

Review examples of plan sections – See Brightspace – Strategic Marketing Plan Template

Course Overview

Discussion about Final Paper

Lecture: Introduction to Marketing Strategy

Overview of Strategic Marketing Process

**Assignment – Due by Tuesday, September 10 at 11:59 PM – INDIVIDUAL ASSIGNMENT**

Research the Mission Statements of 3 companies that you admire or support (please refrain

from Apple, Microsoft, Google, etc.)

Type a 2-page, double-spaced paper analyzing each of the 3 mission statements. In your

assignment, include the answers to the following questions:

1. What are the industries of the 3 companies that you have chosen?

2. Are the companies’ mission statements aligned with the marketing strategy?

3. Where is the company’s place within its industry? (ex. Leading, lagging, first-mover)

4. What is the company’s market share within its industry?

**Week 2, Class 2 of 14 – Tuesday, September 10, 2024**

Before this class read: : Rothaermel and Rothaermel Text–

Chapter 2: Strategic Leadership: Managing the Strategic Process

And

**HBR Case – TBD**

**Group Case Presentation**

\*\*\*Companies will be assigned to Groups for the Final Paper (Strategic Marketing

Plan)

Lecture: Opportunity Analysis

Competitor Analysis

Critical Success Factors

**Assignment – due Tuesday, September 17 at 11:59 PM**

Prepare a Competitor Analysis for your assigned company – GROUP ASSIGNMENT

Prepare a Critical Success Factors Matrix

**Week 3, Class 3 of 14 – Wednesday, September 17, 2024**

Before this class read: : Rothaermel and Rothaermel Text–

Chapter 3: External Analysis: Industry Structure, Strategic Forces

AND

**HBR Case – TBD**

Group Case Presentation

Review plan sections

Lecture: Challenges, Goals and Objectives

SWOT Analysis

**Assignment – Due Tuesday, September 24 at 11:59 PM**

Prepare a set of Marketing Challenges – For your group’s assigned company – GROUP

ASSIGNMENT

Prepare a SWOT Analysis

**Week 4, Class 4 of 14 – Wednesday, September 24, 2024**

Before this class read: : Rothaermel and Rothaermel Text–

Chapter 4: Internal Analysis”. Resources, Capabilities, and Core Competencies

AND

**HBR Case – TBD**

Lecture: Formulating Marketing Strategies

Market Segmentation

Positioning

**Assignment – Due Tuesday, October 1 at 11:59 PM**

Prepare a Market Segmentation Plan for your group’s assigned company – GROUP

ASSIGNMENT

**Week 5, Class 5 of 14 – Tuesday, October 1, 2024**

Before this class read: : Rothaermel and Rothaermel Text–

Chapter 5: Shared Value and Competitive Advantage

Review plan sections

**HBR Case – TBD**

Lecture Part: Product

**Assignment – Due Tuesday, October 8 at 11:59 PM**

Prepare the Product section of your Marketing Plan – GROUP ASSIGNMENT

**Week 6, Class 6 of 14 – Tuesday, October 8, 2024**

**MIDTERM EXAM**

**Week 7, Class 7 of 14 – Tuesday, October 15, 2024**

Before this class read: : Rothaermel and Rothaermel Text–

Chapter 6: Business Strategy, Differentiation and Cost Leadership

Review plan sections

**HBR Case – TBD**

Lecture: Wholesalers

Retailers

Implementation and Control

Place

Channel Systems

Physical Distribution

**Assignment – Due Tuesday, October 22 at 11:59 PM**

Prepare the Place section of your Marketing Plan including Channel Systems, Logistics and

Customer service, incorporating all charts and graphic presentations – GROUP ASSIGNMENT

**NO CLASS – TUESDAY, OCTOBER 15, 2024**

**Week 8, Class 8 of 14 – Wednesday, October 22, 2024**

Before this class read: : Rothaermel and Rothaermel Text–Review Chapters 1 - 6

Review plan sections

HBR Case – TBD

Lecture: Promotion

Integrated Direct Response Marketing

**Assignment – Due Tuesday October 29 at 11:59 PM**

Add to the Place section you created in the previous assignment to incorporate Wholesalers

and Retailers and how they will play a role in your Channel Systems. If your business is a

Wholesale or Retail business, show how you will interface with each of the other Channel

System members – what you will expect of them, and what you will provide for them. – GROUP

ASSIGNMENT

**Week 9, Class 9 of 14 – Tuesday, October 29, 2024**

Before this class read: : Rothaermel and Rothaermel Text–

Chapter 7: Business Strategy, Innovation and Entrepreneurship

Review plan sections

AND

**HBR Case – TBD**

Lecture: Promotion

Personal Selling

Strategic Decision-Making

**Assignment – Due Tuesday, November 5 at 11:59 PM**

Prepare a complete and thorough Promotion plan – GROUP ASSIGNMENT

**Week 10, Class 10 of 14 – Tuesday, November 5, 2024**

Before this class read: : Rothaermel and Rothaermel Text–

Chapter 8: Corporate Strategy: Vertical Integration and Diversification

Chapter 9: Corporate Strategy: Strategic Alliances, Mergers, and Acquisitions

Review of plan sections

AND

**HBR Case: TBD**

Group Case Presentation

Lecture: Price

Introduction to Marketing Metrics

**Assignment – Due Tuesday, November 12 at 11:59 PM**

Prepare a thorough Price section including all of the elements of Price as discussed during

class. Set a price for your product or service – GROUP ASSIGNMENT

**Week 11, Class 11 of 14 – Tuesday, November 12, 2024**

Before this class read: : Rothaermel and Rothaermel Text–

Chapter 10: Global Strategy: Competing Around the World

Summary and Overview of Class Learning

AND

**HBR Case – TBD**

Full Class Discussion

**Week 12, Class 12 of 14 – Tuesday, November 19, 2024**

**Group Review for the Final Paper (Strategic Marketing Plan) due Tuesday, November 26**

**Week 13, Class 13 of 14 – Tuesday, November 26, 2024**

**Final Paper AND Presentations for all groups – 20 minute presentations for each groupY**

**Week 14, Class 14 of 14 – Tuesday, December 3, 2024**

**Final Paper AND Presentations for all groups – 20 minute presentations for each groupY**

**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*](https://www.sps.nyu.edu/homepage/about-us/idbea/about-idbea.html)).

**New York University School of Professional Studies Policies**

1. Policies - You are responsible for reading, understanding, and complying with [University Policies and Guidelines](http://www.nyu.edu/about/policies-guidelines-compliance.html), [NYU SPS Policies and Procedures](http://sps.nyu.edu/academics/academic-policies-and-procedures.html), and [Student Affairs and Reporting](https://www.nyu.edu/about/policies-guidelines-compliance/policies-and-guidelines/student-services.html).
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](https://www.nyu.edu/students/communities-and-groups/student-accessibility.html). If you are interested in applying for academic accommodations, contact the [Moses Center](https://www.nyu.edu/students/communities-and-groups/student-accessibility/academic.html) 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](https://www.nyu.edu/students/communities-and-groups/student-accessibility.html) 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](https://www.nyu.edu/students/health-and-wellness/wellness-exchange.html). 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](https://www.sps.nyu.edu/homepage/student-experience/resources-and-services.html).
5. 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](https://www.nyu.edu/about/policies-guidelines-compliance/policies-and-guidelines/university-calendar-policy-on-religious-holidays.html) 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.
7. 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
8. [Turnitin](https://www.nyu.edu/servicelink/KB0018471), an originality detection service in NYU Brightspace, may be used in this course to check your work for plagiarism.
9. Read more about academic integrity policies at the NYU School of Professional Studies on the [Academic Policies for NYU SPS Students](https://www.sps.nyu.edu/homepage/student-experience/policies-and-procedures.html) page.
10. 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.
11. 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).
12. 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.