**Strategic Marketing**

**MASY1-GC 1230 | 102 | Fall 2024 | 09/04/2024 - 12/04/2024 | 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:** 09/04/2024 - 12/04/2024 | Wednesday | 06:20pm - 08:55pm

**Class Location:** TBA

**Office Hours:** By appointment, please email [pnh5@nyu.edu](mailto: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](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.

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. 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.

**Generative AI Use**Students are allowed to use AI tools, such as ChatGPT or Dall-E 2, on formal submissions in this course with advance permission. Students must submit a written request with an explanation of how they will use a particular tool in their assignment, and use is not permitted without written approval. If you are unclear if something is an AI tool, please check with your instructor.  
  
For in-class assignments or activities, you are allowed to use generative AI tools. However, assignments created with AI should not exceed 25% of the overall work, and you must identify the portions where you used AI tools, and describe how you used them.   
  
You are responsible for the information submitted based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Your use of AI tools must be properly documented and cited. For example, APA citations for Current Trends Briefs assignments and formal final and/or group projects. NYU libraries guidance can be found [here](https://guides.nyu.edu/c.php?g=1307730&p=9624166#s-lg-box-30439868).]

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

**Textbooks And Course Materials**

* Philip Kotler, Gary Armstrong, and Sridhar Balasubramanian, Principles of Marketing, 2023, 19th Edition, Print ISBN-13: 9780137864898; E-Text ISBN – ISBN-13: 9780137991839
* Harvard Business Publishing Education Course pack   
  [https://hbsp.harvard.edu/import/1194170](https://hbsp.harvard.edu/import/1086632)

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/1194170](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%

Presentations of in-class activities, group project and final 10%

Mini quizzes (3 total) 15%

Midterm exam 20%

Group case analysis 20%   
Final project 10%

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TOTAL POSSIBLE 100%

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.

**YU SPS Graduate Grading Scale**

|  |  |  |  |
| --- | --- | --- | --- |
| **A** | 95-100 | 4.000 | **Exceptional:** Demonstrates exceptional mastery of all learning outcomes of the course and thorough and complete understanding of all concepts. |
| **A-** | 90-94 | 3.667 | **Excellent:** Demonstrates highly competent mastery of all learning outcomes of the course and strong understanding of all concepts. |
| **B+** | 87-89 | 3.333 | **Very Good; exceeds course standards:** Demonstrates mastery of all learning outcomes of the course and understanding of core concepts. |
| **B** | 83-86 | 3.000 | **Good; meets course standards:** Demonstrates mastery of some learning outcomes; understanding of some core concepts could be improved. |
| **B-** | 80-82 | 2.667 | **Somewhat Satisfactory;** meets some course standards and requires improvement: Demonstrates basic understanding of some learning outcomes; improved understanding of all core concepts is needed. |
| **C+** | 77-79 | 2.333 | **Less than Satisfactory; requires significant improvement:** Demonstrates partial understanding of all learning outcomes and core concepts; requires significant improvement. |
| **C** | 73-76 | 2.000 | **Unsatisfactory; requires substantial improvement:** Demonstrates partial understanding of some learning outcomes and core concepts; requires substantial improvement. |
| **C-** | 70-72 | 1.667 | **Unsatisfactory; requires extensive improvement:** Demonstrates poor understanding of all learning outcomes and core concepts; requires extensive improvement. |
| **F** | Below 70 |  | **Fail:** Demonstrates minimal to no understanding of all key learning outcomes and core concepts; work is unworthy of course credit towards the degree. |
| **P** |  |  | **Passing:** If a Pass/Fail grade is allowed, the choice of pass/fail must be made prior to the completion of the fifth week of the term. |

**Course Outline**

**Start/End Dates:** 09/04/2024 - 12/04/2024 | Wednesday

**Time:** 06:20pm -- 08:55pm

**No Class Date(s):** N/A

**Special Notes:** N/A

Special Notes:

SESSION 1

9/4/2024 **Session Topics:**

Welcome! Course Introduction  
   
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”/

Pearce, Michael R. (2024 Revised). “Winning with Marketing.” Harvard Business Publishing Education and Ivey Publishing. <https://hbsp.harvard.edu/import/1194170>   
  
Prepare for Quiz 1 next week

SESSION 2  
9/11/2024

**Session Topics:**

Chapter 2: Company and Marketing Strategy: Partnering to Build Customer Engagement, Value and Relationships   
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:**Strawn, Morgan. (2024). “15 Tips for the Ethical Use of AI.” Association of National Advertisers (ANA). <https://www.ana.net/miccontent/show/id/ii-2024-07-pulse-ethics-code-ai-tips> Tavassoli, Nader. (Nov. 2023). “The End of Averages for Marketing Budgets.” Harvard Business Publishing Education and MIT Sloan Management Review. <https://hbsp.harvard.edu/import/1194170>

**Assignments:**Complete Quiz 1

SESSION 3  
9/18/2024

**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  
Read Alemany, Christine. (2022) "3 Ways Marketers Can Earn - and Keep - Customer Trust." Harvard Business Review. <https://hbsp.harvard.edu/import/1194170>   
 **Assignments:**Current Topics Brief #1 due  
Prepare for Quiz 2 next week

SESSION 4  
9/25/2024  
  
**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   
  
Association of National Advertisers (ANA) and Global CMO Growth Council. (2024). “2024 CMO’s Guide: A Compendium of Cases from Brands Driving Business Growth and Innovation with Generative AI.” Download the PDF. <https://www.ana.net/miccontent/show/id/cmo-2024-06-guide-to-generative-ai-compendium>  
Magill, Paul and Moorman, Christine. (2022.) "Do Your Marketing Metrics Show You the Full Picture." Harvard Business Review. [https://hbsp.harvard.edu/import/1194170](https://hbsp.harvard.edu/import/1086632)   
 **Assignments:**Complete Quiz 2

SESSION 5  
10/2/2024  
  
**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/1194170](https://hbsp.harvard.edu/import/1086632)   
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/](Kunz,%20Ben.%20(2022)%20%22A%20Marketer's%20Equation%20to%20Calculate%20for%20Impulse.%22%20American%20Marketing%20Association.%20https:/www.ama.org/marketing-news/a-marketers-equation-to-calculate-for-impulse)  
  
**Assignments:**Current Topics Brief #2 due  
Prepare for Quiz 3

SESSION 6  
10/9/2024

**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:**Complete Quiz 3, Forum post #1

Prepare for the midterm

SESSION 7  
10/16/2024

**Session Topics:**  
  
**Part 1:**  
Midterm, 1st half of class  
  
**Part 2:**  
Harvard Business Publishing “Marketing Simulation: Managing Segments and Customers” – this simulation team exercise is to analyze, evaluate, plan and create strategies for growth, profitability, marketing segmentation and decision making in marketing.

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 the marketing simulation and product development marketing strategies.  
 **Session Preparation:**

Chapter 9  
  
SESSION 8  
10/23/2024  
 **Session Topics:**  
Review of midterm  
  
Continue Harvard’s “Marketing Simulation: Managing Segments and Customers”   
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/1194170](https://hbsp.harvard.edu/import/1086632)   
  
**Assignments:**   
Group case project

SESSION 9  
10/30/2024  
 **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 work session  
Forum #2 posted

SESSION 10   
11/6/2024  
 **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  
Current Topics Brief #3 due

SESSION 11  
11/13/2024  
 **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   
Bowers, Joshua; Parris, Linda Denise; Wang, Qiong; McRae, Danny; Guzmán, Francisco; and Bolino, Mark. (2024). “The New Rules of Marketing Across Channels.” Harvard Business Review. [https://hbsp.harvard.edu/import/1194170](https://hbsp.harvard.edu/import/1086632)   
 **Assignments:**Current Topics Brief Presentation

SESSION 12  
11/20/2024  
 **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/1194170](https://hbsp.harvard.edu/import/1086632)

**Assignments:**Prepare your final presentation

SESSION 13  
11/27/2024  
 **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:**Final project work session

SESSION 14  
12/4/2024

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

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](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.

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.

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.