**Strategic Marketing**

**MASY1-GC 1230 | 101 | Fall 2024 | 09/09/2024 – 12/09/2024 | 3 Credits**

**Modality:** In-Person

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

**General Course Information**

**Name/Title:** J. Terry McCarthy, Adjunct Professor, He/Him/His

**NYU Email:** Jtm9@nyu.edu

**Class Meeting Schedule:** 9/09/2024 - 12/09/2024 | Mondays | 2:00 pm - 4:35 pm

**Class Location:** TBD

**Office Hours:** By Appointment.

**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 In-person and will meet once a week on Wednesday. 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.

Missed assignments will lower the student’s grade based on the percentage of the grade allocable to it. Late assignments are permitted only with advance notice to, and permission from, the instructor.

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**

**With Prior Permission**

Students are only allowed to use AI tools, such as ChatGPT or Dall-E 2, on assignments 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 (adapted example from [University of Chicago](https://teaching.uchicago.edu/sites/default/files/2023-09/CCTL_AI%20Syllabus%20Statements.pdf)).

**Welcome on Specific Projects**

Where noted, you are allowed to use generative AI tools for assignments or activities. 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. Note that you are responsible for all parts of an assignment; if an AI tool provides incorrect information, it is your responsibility to find and fix the error before submitting. Note too that overreliance on AI can hinder independent thinking and creativity (example from an NYU course).

Use of ChatGPT (or other similar tools that generate text) is allowed in this class for specific assignments only. When use of the tool is allowed, it will be explicitly noted in the assignment directions. If you utilize ChatGPT for any part of the assignment (from idea generation to text creation to text editing), you must properly cite ChatGPT. Violations can result in failure of the assignment or failure of the course and a notation on your transcript (example adapted from [University of Vermont](https://www.uvm.edu/wid/examples-ai-chatgpt-syllabi-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

Students are expected to attend all on-line 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.

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**: 5th Edition; By Frank Rothaermel: ISBN10:126026128X ISBN 13: 9781260261288: Copyright: 2021

**Case Studies and Articles:** The Hyperlink at Harvard Business Publications will be made available to Students for student

* Purchase MASY Course Pack-HB Library:
* *Hyperlink:*https://hbsp.harvard.edu/import/844904

**Recommended Reading & Material**

Recommended Books are optional.

* “From Zero to One,” Peter Thiel
* “The Five Forces of Strategy;” Michael Porter.
* “The Lean Product Playbook –A Guide;” Dan Olsen.
* “The Thirteeners;” Daniel Prosser.

**Additional Materials**

The required material consists of the purchase of the Strategic Marketing Course-pack, which includes a group Interactive Learning Simulation, an individualized simulation program and one textbook. The price for the Harvard Business Library Course pack, in which the simulations are included, will be a small additional expense. At the conclusion of this course, you will have learned how to improve an existing Company/Non-Profit Entity/ into a Market-taking Growth Enterprise.

**Grading | Assessment**

Text Assignment and Evaluations Breakdown:  
Contributing factors for determining your course grade include:

FINAL GRADE Component Weights -The final grade will be calculated as follows:

**COMPONENTS: PERCENTAGE:**

Individual: Class Participation 10%

Individual Bi-Weekly Learning Journals (5) 10%

Individual Tri-Weekly Client Memos [4]: 40%

Individual Final Paper 10%

Final TEAM Project Presentation & Paper 30%

**Total Final Grade:** 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.*

**NYU 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 Deliverables:

**Individual Work**

Class Discussion [10% of Grade]

The student will participate in Class Discussions On-line.

**Individual Weekly Learning Journal** [10% of Grade] Due Bi-Weekly

The student will record his or her understandings of the weekly material covered and relate these insights to actual or anticipated business experiences.

**Individual Tri Weekly Client Memos** [40% of Grade] Due Tri-Weekly

Client Memos are due at the designated date in the schedule. Total Number: 4.

Business and Client Memos: The focus of this course is the evaluation of Strategic Impact Marketing principles and effective execution models and issues: From issue identification to resolutions. Hence, our operating model is a client-focused consulting practice. Accordingly, we will explore an array of client problems over the next 7 weeks. Each week you will be assigned a client’s business problem that will require a solution based on best practices. These problems will be based on the next week’s case study

Each Weekly Write-Up must include the student’s name and the week the Write-up covers in the document title when saved – for example,

--- “Susan Smith, week 3-Case Study Name/client memo.doc”

The first page of the Client Memo should include:

* the student’s name
* the week the Write-up covers

the Case Study assigned.

Your assignment is to write a weekly client memo on the Problem/ Evaluation/ or Resolution. The memo is to the client from you as their consultant who is hired to analyze & solve marketing centered problems.

Accordingly, the memo must be client accessible, practical, service oriented, and possess a P&L effectiveness focus).

The Individual Weekly Client Memo need not be more than 1-5 pages.

The Client Memo may have 4 sections with:

* The first section will identify and clearly summarize the issue[s] and You will identify an evaluate the ‘Mega-concept’ [ the overriding concept or Principle at play].
* The second section will summarize the relevant facts in the context of this overarching mega-cept issue presented.
* The third section will provide a brief analysis of the key issue(s) in the framework of leading people and business change.
* The fourth section will provide an insightful evaluation of the arguments/points presented.
* Concluding with a business solution- based on your effective market-focused Management Recommendation.

**The Individual Final Paper:** [Total: 10% of Grade]

Based on your Final Team Project – Students will prepare a Final, Individual Paper consisting of a Strategic Marketing Analysis that will exhibit their understanding of the Strategic Marketing principles and fundamental tools and how to effectively execute the planning methodologies.

The Final Paper is expected to incorporate the tools and methods taught during the course.

2-6 Pages in Length:

DUE: The Final Individual Papers are due at 2:00 PM of the last day of class [12/13/2023].

**Group Work**  [Team Total: 30% of the Grade]

Final Team Project: An Executive Presentation which will be 20-30 minutes and which will include a C-level presentation by each TEAM member based on a self-designed Revised Strategic Marketing Plan based on a company that has either poorly executed on its international expansion or has reached market saturation in its domestic market and now forced to pursue: (1) horizontal and (2) vertical international integration or new penetration strategies. You must illustrate how your strategy will combine horizontal links to markets with increased vertical integration in its new supply chain strategy. Quantify how the first intervention (horizontal integration) will lead to top line revenue growth while quantifying how the second intervention (vertical integration) leads to decreased below-the-low SGA & COGS costs.

Both must be footed to a pro-forma income statement and linked to net income. You must demonstrate what the business case is before even outlining the appropriate levers that would be required to execute your new domestic or international strategic initiative. You must take the tools you acquired in Strategic Marketing to ensure that your marketing redeployment analysis supports your vertical and horizontal strategic Marketing initiatives.

Individual Grade Component to the Group/Team Project Grade:

Each team will submit a document outlining ‘each’ team member’s role and responsibilities and Work Product within the Team Presentation, including Sharing research, ideas, managing responsibilities and productive collaborative participation levels will be individually assessed.

Each Individual on a team will be assessed on their designated portion of the TEAM Project.

The GROUP /TEAM FINAL PROJECT Overall Value is 30 %:

Components:

The Team/Group Component = 20 %.

The Individual Component = 10 %.

Final Team Project Criteria

- Clarity and conciseness will lead to a far better presentation outcome. It invariably represents that you have calibrated and mastered the material insights for success. This applies in this class, as well as, in actual Company interactions - such as a Board of Directors’ presentation.

**CRITERIA GUIDE**

Criteria 1:

Determine most important & least number of causes sufficient to account for the principal effects outlined in the problem statement. Hint: start with end in mind by determining outcome that will define success

Criteria 2:

Craft a Decision /Evaluation Recommendation that uses the key evidence presented. Be prepared to defend the projected outcomes with the up-side and down-side analyses & how to sustain and mitigate both.

Criteria 3: A “Cost-of-Doing-Nothing” Analysis using a “Run-Rate” & Pro-forma Income Statements are both required at a minimum. This is what your ‘Board of Directors’ would want to see.

Each team will include a written one-page analysis of the financial issues and marketing operational execution implementation Tactics in Bullet form that will encompass the Marketing Plan’s complete and comprehensive solution.

Peer Review Sheets

Grades for Group Work will be allocated per Group and NOT per individual for the team-based class participation. It is expected that every group member contributes equally to these assignments. DUE: Before the beginning of the Last Class.

To fulfill this expectation, there will be a peer-rated score to evaluate each individual’s performance in his or her Team and will be used to provide constructive feedback and will not be part of an official grade.

Criteria by which student performance will be assessed and percentage (%) of final grade:

Missed assignments will lower the student’s grade based on the percentage of the grade allocable to it. Late assignments are permitted only with advance notice to, and permission from, the instructor.

Assignments must be submitted when due. All assignments must be typewritten, double-spaced, and use Chicago, APA, or MLA manual style. The assignment will be graded for content, grammar, and clarity.

Incompletes: IP or IF may be granted by the instructor in consultation with the department under extraordinary extenuating circumstances. A student seeking an incomplete grade must make a request to the faculty prior to the end of the semester and must have completed at least 50% of the course.

No cell phones, mp3 players, pagers, or similar equipment may be used in class. Students are expected to behave and conduct themselves in a professional manner

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— typically three (3-5) days following the completion of an activity.

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:** 09/09/2024 – 12/09/2024 | Wednesday.

**Time:** 2:00pm – 4:35pm

**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

**PART** I: STRATEGIC MANAGEMENT - FRAMEWORKS & APPROACHES:

Situational Analysis

**Session 1, Monday, September 9**

Before this class read: Strategic Management Chapters 1 and 2

Lecture Presentations and Discussion Topics:

Course Overview

Discussion about Final Paper and Individual Paper

Lecture Part 1: Overview of Strategic Marketing Process-Presentation:

Lecture Part 2: Strategic Marketing Simulation: Simulation Analysis (60 minutes)

Lecture Part 3: CRITICAL THINKING Lecture Including Case Study Criteria

Lecture Part 4: Client Memo Formats and criteria discussions

Assignments/Research:

Individual TRI-Weekly Client: Memo Write-up #1 Due: Mon, 09/30/24 @ 2:00 PM

Individual BI-Weekly Learning Journal #1 Due: Mon, 09/23/24 @ 2:00 PM

Discussion of Marketing

Dashboard components

In Strategic Marketing Simulation

Industry Analysis Discussion.

**Session 2, Monday, September 16**

Before this class read: Strategic Management Textbook Chapt. 1

Lecture Presentations and Discussion Topics:

Lecture Part 1: Situation Analysis: Competitor Analysis

Presentation: Competitor Analysis.

Perceptual Mapping Simulation Marketing Simulation: Pricing, Perceptual mapping/ Positioning Metrics, Market Share, Profitability and Measurements in a Team Competition.

Lecture Part 2: Critical Success Factors.

Client memo discussions

Assignments/Research:

Researching the Environment – Lean Product/Market-Fit-Relevance-Opportunity Planning

**Session 3, Monday, September 23**

Before this class read: Strategic Management Textbook Chapt. 1

Lecture Presentations and Discussion Topics:

Lecture Part 1: Macro SWOT Analysis

Presentation: SWOT Analysis.ppt

Lecture Part 2: Challenges, Goals and Objectives

Presentation: Marketing Challenges.ppt- “The JOB to Be DONE” Customer focus

Client memo # 1 discussions

Assignments/Research:

Individual Tri-Weekly Client: Memo Write-up # 1 Due: Mon, 09/30/24 @ 2:00 PM

Individual Bi-Weekly Learning Journal # 2 Due: Mon, 10/07/24 @ 2:00 PM

Discussion; Is building loyalty more important in a B2B or a B2C situation? Which is easier to achieve? Question others who do not share your point of view and defend your position against those who question you.

Case Study:

**Session 4, Monday, September 30**

Before this class read: Strategic Management Chapters 3 & 5

Lecture Presentations and Discussion Topics:

Lecture Part 1: Market Segmentation

Presentation: Market Segmentation.

Lecture Part 2: Positioning

Presentation: Positioning.ppt

Lecture Part 3: Marketing to Business Customers

Presentation: Marketing to Business Customers.

* The Power of Social-Media Marketing Techniques.
* Client Memo Discussions:

Assignments/Research:

Unit 3: Elements of the Marketing Strategy - Strategy Development

**Session 5, Monday, October 7**

Before this class read: Strategic Management Chapters 8 and 9

Lecture Presentations and Discussion Topics:

GUEST SPEAKER:

**CARLOS LLAGANOS** –

**DIRECTOR – KPMG MANAGEMENT CONSULTING**.

“The Connectivity Between Technology and Strategic Marketing Impact on Productivity and Innovative Culture Building.”

* **TEAM DRAFT TARGET COMPANY FINAL PROJECT**
* **Due: Tue, 10/15/24 @ 2:00 PM**

Lecture: ‘‘The Rapidly Changing Landscape of Content Marketing Equals ‘Inbound Journalism’ - A New Methodology for Information Credibility.’’

Lean Product Techniques vs. Traditional Marketing

Customer-Dominant vs. Producer–Dominant Approaches.

Assignments/Research:

Individual Tri-Weekly Client Memo Write-Up # 2 Due: Mon, 10/21/24 @ 2:00 PM

Individual Bi-Weekly Learning Journal # 3 Due: Mon, 10/21/24 @ 2:00 PM

NO CLASS / MONDAY / 10 /14 / 2024 / “FALL BREAK” HOLIDAY

OUR CLASS IS THE FOLLOWING DAY: TUESDAY 10 /15 / 2024

**Session 6, Tuesday, October 15**

Before this class read: Strategic Management Chapter 10

Lecture Presentations and Discussion Topics:

* Presentation: The Critical Roles Played by:

Channel Systems.

Physical Distribution.

Wholesalers.

Retailers.

Consultancies; Advertising/Social media/Public Relations/RPOs.

* Client Memo Discussion.
* TEAMS’ TARGETED COMPANIES --- Discussions.

**Session 7, Monday, October 21**

Before this class read: Strategic Management Chapter 11

Lecture Presentations and Discussion Topics:

Discussion: The Impacts for Consumer Brands Promising Not to Sell: ‘‘Personal DATA ANALYTICS’’

Class discussions of Case Study # 2

Assignments/Research:

Individual Tri-Weekly Client Memo Write-up #3 Due: Mon, 11/11/24 @ 2:00 PM

Individual Bi-Weekly Learning Journal # 4 Due: Mon, 11/04/24 @ 2:00 PM

**Session 8, Monday, October 28**

Before this class read: Strategic Management Chapt. 12 & 13

Lecture Presentations and Discussion Topics:

Lecture Part 1: Promotion

Presentation: Promotion 1 – Basics.pptx

Lecture Part 2: Sales Promotion, Sponsorships and Viral Social media methods

Presentation: Integrated Direct Response Promotion.pptx

Case Study Discussion

CLASS SIMULATION:

A.I. INTERACTIVE LEARNING MARKETING EXERCISE: Product Innovation /Positioning / Entrepreneurship -- In Class.

**Session 9, Monday, November 4**

Lecture Presentations and Discussion Topics:

Guest Speaker Presentation:

**Robert Gee**, **COO, Noori Mobile Payment Systems / CMO**, **Coby Electronics**

Topic: Social media and Mobile Payment Systems’ solutions

Lecture Part 1: Promotion

Presentation: Personal Selling.ppt.

Client Memo Discussion

‘Long-term Future of Social Media’ Discussions:

FORUM TEAM Discussions in Class:

Take a stand about the long-term future of Marketers using Social Media as a viable means of achieving their goals.

What are the pros and cons? What are the long-term implications? Be sure to support your position with details, facts, properly cited references, and clear explanations.

Assignments/Research:

Individual Tri-Weekly Client Memo Write-up # 3 Due: Mon, 11/11/24 @ 2:00 PM

Individual Bi-Weekly Learning Journal # 5 Due: Mon, 11/18/24 @ 2:00 PM

**Session 10, Monday, November 11**

Before this class read: Strategic Management Chapters 4 & 14

Lecture Presentations and Discussion Topics: Lecture Part 1: Marketing Metrics – Marketing Ratios, Breakeven Point Analysis, Lifetime Value Calculator, RFM Analysis and more.

* Case Study Discussion

**Assignments/ Research**:

**FINAL CLIENT MEMO**

Individual Tri-Weekly Client Memo Write-up # 4: Due: Mon, 12/02/24 @ 2:00 PM

**FINAL LEARNING JOURNAL**:

Individual Bi-Weekly Learning Journals # 5 Due: Mon, 11/18/24 @ 2:00 PM

Final Team Project LAB Work: To be completed for our Final Class on MONDAY 12 / 09 2024,

**Session 11, Monday, November 18**

Lecture Presentations and Discussion Topics:

TEAM Forum Discussions”

Lean Start-up Methodologies and Practices

LAB Time: Final Team Project Work:

To be completed for our last class on: 12/09/24 @ 2:00 PM

Assignments/ Research:

**Final Tri-Weekly Client Memo Write-up # 4: Due: 12/02/24 @ 2:00 PM**

PART II: STRATEGIC MANAGEMENT – TRANSFORMING METHODS & PRACTICES:

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**Session 12, Monday, November 25**

Lecture Presentations and Discussion Topics:

Before this class read: Strategic Management Chapter 14.

TEAM Forum Discussions Continued:

Lean Start-up Methodologies and Practices.

Lab Time for Final Team Project Work:

To be delivered for

Our Final Two (2) Class Dates:

- ROUND ONE: MON.: 12/02/24 @ 2:00 PM

- ROUND TWO: MON.: 12/09/24 @ 2:00 PM

**Session 13, Monday, December 2**

Lecture Presentations and Discussion Topics:

* **FINAL TEAM ORAL PRESENTATION: FIRST ROUND**

TEAMS’ DISCUSSION of Their Target Firms.

The Strategic Analysis Recommendation of your Team’s Selected Company:

Each Student will orally present a portion of their Team’s in-depth Analysis for the Improvement Recommendations of their Selected Company.

Assignments/Research:

Deliverables:

1. Fourth & Final Tri-Weekly Client Memo Write-up # 4: Due: 12/02/24 @ 2:00 PM

2. Final Team Presentation: Team Slides Submissions: Due: Mon, 12/02/24 @ 2:00 PM

3. Final Team Paper: Team Submissions: Due: Mon, 12/02/24 @ 2:00 PM

4. Individual Final Paper: Individual Submissions: Due: Mon, 12/09/24 @ 5:00 PM

**Session 14, Monday, December 9**

Lecture Presentations and Discussion Topics:

**FINAL TEAM ORAL PRESENTATIONS**: **SECOND ROUND**:

The Strategic Analysis Recommendation of your Team’s Selected Company:

Each Student will orally present a portion of their Team’s in-depth Analysis for the Improvement Recommendations of their Selected Company.

Assignments/Research:

Deliverables:

1- Final Team Presentation: - Team Slides Submissions: Due: Mon, 12/09/24 @ 2:00 PM

2- Final Team Paper: - Team Submissions: Due: Mon, 12/09/24 @ 2:00 PM

3- Individual Final Paper: - Individual Submissions: Due: Mon, 12/09/24 @ 5:00 PM

**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. 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.