**Strategic Marketing**

**MASY1-GC 1230 | 100 | 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:** Debi Coffield, Adjunct Instructor, She/Her/Hers

**NYU Email:** dc928@nyu.edu

**Class Meeting Schedule:** 09/04/2024 - 12/04/2024 | Wednesday | 06:20pm - 08:55pm

**Class Location:** TBD

**Office Hours:** Students can request meetings by contacting me through email. Meetings are by appointment and can occur via NYU Zoom or in person

**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
* 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**

Credit students must use their NYU email to communicate with me. Non-degree students do not have NYU email addresses and must use Brightspace or have an email account from which they can consistently communicate. Brightspace course-mail supports student privacy and FERPA guidelines. All official course communications will be shared through NYU email. Questions and requests for meetings (as mentioned above) should be addressed to me via my NYU email ([dc928@nyu.edu](mailto:dc928@nyu.edu)) or text (917-597-0865) and will be responded to within 24 hours.

IMPORTANT: To ensure that you are up to speed with the latest developments and requirements of our class, it **is critical that you check your announcements, assignments, and email on a regular basis.**

**Structure | Method | Modality**

This course is In-person and will meet once a week on Wednesday. Brightspace is the learning management system we will use for assignments, announcements, and correspondence. Subject matter lectures, course pack materials, supplemental reading and the course textbook will be used to illustrate principles and stimulate thinking.

Course requirements consist of assignments that you will complete on your own, and those which require team participation. Individual assignments include (1) reading, homework, and related exercises, based on your textbook, articles and other topical content; (2) a review of a current topic in strategic marketing management; (3) three mini quizzes; and (4) a midterm exam. Team assignments include (1) a group case analysis and presentation and (2) a final project and presentation.

Students will form teams by the 3rd class meeting for the case and the final project presentations.

**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

To make the most of this course, active participation is required of all students. You are integral to our creation of an environment of learning excellence in this class! Additionally, I am someone who expects and encourages engagement and lively discourse during our classroom sessions, so please be prepared to actively and regularly contribute to the best of your ability.

Meaningful contribution in this course occurs through active engagement in class and group discussions; work outside of class; timely disposition of assignments; and sharing of Forum posts that both demonstrate your understanding of the materials and showcase critical thinking that goes beyond the readings. Please note that attendance and class participation are equally important components of your final grade.

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.

As mentioned previously, individual deliverables for this course include a Current Topics briefing, three (3) mini quizzes, and your midterm exam. All assignment uploads must go to the respective sub-folder on Brightspace within the “Assignments” Section unless otherwise noted. Each assignment sub-folder will include the detailed assignment description and grading criteria/rubric. The number of the assignments and their due dates are listed on the course outline that follows. Assignment due dates are final and non-negotiable. Late assignments are not accepted without prior written permission from me and cannot be granted more than once throughout the semester. Failure to submit assignments on time will result in a weighted grade reduction for the specific assignment as shown in the Assessment Strategy below.

Current Topics Briefing

One of your assignments will involve the preparation of a current topic review in strategic marketing management. Students will select a topic area and respective due date on the 1st day of class. The associated topic subject area and the schedule will be posted on Brightspace for your reference. An outline for the current topic review will also be posted. Your Current Topics briefing should be posted on Brightspace by 5 PM on your due date.

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. These quizzes will be due 11:59 PM a week after they have been assigned, unless otherwise indicated.

Midterm Exam

Your midterm exam will be a closed book test and consist of a combination of multiple choice and short answer questions. The midterm will last a maximum of 2 hours. I will confirm the chapters to be covered in the exam 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 under separate cover.

Final Project

The final project consists of a team recommendation for marketing an existing product or service to a consumer group other than the one currently targeted by that brand. This final project serves as your final exam for this class: there is not an additional test. The product/service for your final project should be US-based and currently active in the marketplace. Details regarding the final project will be shared under separate cover.

Course Technology Use

Establishing an environment of mutual respect and exchange in the classroom requires a commitment to be present in discussions and full attention to the course materials presented in class. In the interest of ensuring that attention stays focused on your classmates and class discussions, during in-person class sessions. THE USE OF LAPTOPS, MOBILE/CELL PHONES AND OTHER ELECTRONIC DEVICES IS STRICTLY LIMITED TO CLASS ACTIVITY.

We may, from time to time use Zoom in conjunction with our classroom activities. In these instances, please be prepared to appear on camera for our class and discussion sessions. Additionally, please be sure to have the latest version of Zoom downloaded to your laptop.

**Generative AI Use**

In marketing management, I believe we learn best fromthe work we actually 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, created during the current semester specifically by you, specifically for this course.

The grading and evaluation shown for 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 me and the instructions provided for your assignments. As with any other class work generated by anyone other than the individual student (e.g. by other students, by a company, or by using generative AI tools), said use will be considered a violation of Academic Integrity policy.

Feedback and Viewing Grades

I will provide feedback via our course site in NYU Brightspace; via email; and in person.

Midterm grades are posted for your reference, and we can set up time to discuss any other grade-related questions you may have. E-Mail is not to be used to discuss grades, as I cannot verify who sent it. If you would like to discuss your grades, please set up time with me in advance (the earlier, the better) of the end of the semester to talk, via phone or Zoom.

Attendance

Attendance will be taken for all class sessions. If you foresee any problem in attending on a particular day, **please notify me 24 hours in advance of the class meeting time**.

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

Each unexcused absence may result in a student’s grade being lowered by a percentage of a grade. A student who has in excess of three unexcused absences may earn a Fail grade.

Students may enter in-person class sessions late or leave class early only if we have discussed this in advance and it can be done without disruption. Please note that chronic lateness can have an adverse impact on your grade

**Textbooks and Course Materials**

**Required**: Principles of Marketing (19th ed., Pearson, ©2024), Philip Kotler, Gary Armstrong and Sridhar Balasubramanian

Print ISBN – 13: 978-013786-4898; E-Textbook ISBN-13: 978-013799-1839

Students can purchase this item online and through the NYU Bookstore.

**Grading | Assessment**

Your grades will be based on a weighted calculation of your efforts and output.

60% Individual effort:

5% Class participation (includes attendance)

10% Current Topics briefing

10% Oral presentations, group case and final project

15% Mini quizzes (3 total)

20% Midterm exam

40% Group effort:

15% Group case analysis

25% Final project

60% Individual effort + 40% Group effort = 100% Total Grade

I cannot grade what I have not received, so please note that if you miss an assignment, you will not get the respective grade.

Please Also Note:

A separate timetable will accompany your final project information. Ample time will be allocated to allow your teams to optimize your project and maximize your grade.

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 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

Session 1 - 09/04/24

Topic: Marketing - Creating Customer Value and Engagement

Deliverable(s)/Action(s):

Welcome! Course Overview

Chapter 1

Session 2 – 09/11/24

Topic: Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships

Deliverable(s)/Action(s):

Chapter 2

Mini Quiz 1, chapters 1-2

Begin set up of teams

Session 3, 09/18/24

Topic: Consumer Markets and Buyer Behavior

Deliverable(s)/Action(s):

Chapter 5

Current Topics #1 due

Teams finalized

Session 4, 09/25/24

Topic: Analyzing the Marketing Environment & Managing Marketing Information to Gain Customer Insights

Deliverable(s)/Action(s):

Chapters 3,4

Mini quiz, chapters 3-5

Group case requirements posted

Session 5, 10/02/24

Topic: Customer Value-Driven Marketing Strategy: Creating Value for Target Customers

Deliverable(s)/Action(s):

Chapter 7

Chapter 6 posted

Final project template and final project contract review

Session 6, 10/9/24

Topic: Products, Services, and Brands: Building Customer Value

Deliverable(s)/Action(s):

Chapter 8

Mini quiz, chapters 7,8

Current Topics #2 due

Session 7, 10/16/24

Topic: Developing New Products and Managing the Product Life Cycle

Deliverable(s)/Action(s):

Chapter 9

Midterm, 1st half of class

Confirm final project contract

Session 8, 10/23/24

Topic: Marketing Channels: Delivering Customer Value; Retailing and Wholesaling

Deliverable(s)/Action(s):

Chapter 12, 13

Current Topics #3 due

Review of midterm

Session 9, 10/30/24

Topic: Pricing: Understanding and Capturing Customer Value; & Pricing Strategies: Additional Considerations

Deliverable(s)/Action(s):

Chapters 10, 11

Current Topics #4 due

Group case work session

Session 10, 11/06/24

Topic: Creating Competitive Advantage

Deliverable(s)/Action(s):

Chapter 18

Group Case Presentation, 1st half of class

Chap. 14 posted

Session 11, 11/13/24

Topic: Digital Marketing

Deliverable(s)/Action(s):

Chapter 17

Current Topics #5 due

Final project upfront draft due, PPT format

Chap. 15 posted

Session 12, 11/20/24

Topic: Personal Selling and Sales Promotion

Deliverable(s)/Action(s):

Chapter 16

Chap. 20 posted

Session 13, 11/27/24

Topic: The Global Marketplace

Deliverable(s)/Action(s):

Chapter 19

Final project work session

Session 14, 12/04/24

Topic: Final Project Presentations

Deliverable(s)/Action(s):

Final project documents and team evaluations due

**Outline Table**

The following provides the intended course content per session, required reading, deliverables, and actions.

|  |  |  |  |
| --- | --- | --- | --- |
| Session #, Date | Chap(s) | Topic(s) | Deliverable(s)/Action(s): |
| #1, Sept. 4 | 1 | Marketing - Creating Customer Value and Engagement | Welcome! Course overview |
| #2, Sept. 11 | 2 | Company and Marketing Strategy:  Partnering to Build Customer Engagement,  Value, and Relationships | ▪ Mini Quiz 1, chapters 1-2  Begin set up of teams |
| #3, Sept. 18 | 5 | Consumer Markets and Buyer Behavior | ▪ Current Topics #1 due  Teams finalized |
| #4, Sept. 25 | 3, 4 | Analyzing the Marketing Environment  & Managing Mktg Info to Gain  Customer Insight | ▪ Mini quiz, chapters 3-5  Group case requirements  posted |
| #5, Oct. 2 | 7 | Customer Value-Driven Marketing Strategy: Creating Value for Target Customers | Chap. 6 posted  Final project template and  final project contract review |
| #6, Oct. 9 | 8 | Products, Services, and Brands: Building Customer Value | Mini quiz, chaps 7-8  Current Topics #2 due |
| #7, Oct. 16 | 9 | Developing New Products and Managing  the Product Life Cycle | Midterm, 1st half of class  Confirm final project contract |
| #8, Oct. 23 | 12,13 | Mktg Channels: Delivering Customer Value; Retailing and Wholesaling | Current Topics #3 due  Review midterm |
| #9, Oct. 30 | 10, 11 | Pricing: Understanding Customer Value  Pricing Strategies: Additional Considerations | Current Topics #4 due  Group case work session |
| #10, Nov. 6 | 18 | Creating Competitive Advantage | Group Case presentation,  1st half of class  Chap. 14 posted |
| #11, Nov. 13 | 17 | Digital Marketing | Current Topics #5 due  Final project upfront draft  due, PPT format  Chap. 15 posted |
| #12, Nov. 20 | 16 | Personal Selling and Sales Promotion | Chap. 20 posted |
| #13, Nov. 27 | 19 | The Global Marketplace | Final project work session |
| #14, Dec. 4 |  | Final Project Presentations | Final project documents  and team evaluations due |

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.

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.