

Course Outline 2016

BUSMGT 715: CORPORATE AND MARKETING STRATEGY (15 POINTS)

Quarter 2 (1162)

Course Prescription

Focuses on the core components of corporate strategy such as strategy development, diversification, and corporate portfolio management. Examines key elements of marketing strategy such as market defining, segmenting, targeting, positioning and branding.

Programme and Course Advice

Prerequisite: 60 points from BUSMGT 711-714 with at least a B- average

Goals of the Course

This course will introduce the discipline of marketing strategy and provide an opportunity to evaluate marketing strategies within the overall corporate context. In particular, it aims to develop participants' skills in analysing environmental contexts, formulating and evaluating strategies that will add most value to the entire firm and deciding the exact action for implementing the strategy in various operating contexts.

Learning Outcomes

By the end of this course it is expected that the student will be able to:

1. Evaluate Understand fundamental marketing principles and how they relate to key marketing processes (segmentation, targeting, positioning, etc.);
2. Critically analyse the factors within a company's internal and external environments that will affect the success or failure of a marketing strategy at a corporate level;
3. Infer the important elements involved in formulating strategies across different market phases by contrasting the relevant conditions and their effect on marketing strategy;
4. Formulate viable marketing strategies, using the appropriate theoretical framework, that will help organisations to create sustainable value; and,
5. Critique the quality of a proposed, or actual, marketing strategy, along with its implementation, and present an oral and/or written justification for a marketing strategy or an aspect of it.

Content Outline

Week 1	Foundations of corporate and marketing strategy
Week 2	Strategic frameworks for product/service portfolio
Week 3	Internal analysis: Objectives and resources
Week 4	External analysis: Market segments and competition
Week 5	Value analysis: Differentiation and brand positioning in target market segments
Week 6	Formulation of market strategies for new markets and channels
Week 7	Formulation of market strategies for growth and mature/declining markets
Week 8	Implementation of market strategies
Week 9	Course synthesis
Week 10	Final project submission and feedback

Learning and Teaching

The class will meet for 5.5 hours each week- 1.5 hours for plenary, 2 hours for tutorial, and 2 hours for TBL. The plenary session will be utilised by the lecturer to engage the class in a discussion of the important concepts, **beyond the material assigned in the required readings**, covered on a weekly basis. The tutorial session will revolve around clarifying the concepts and engaging in short activities in preparation for the TBL session. The TBL session will focus on group activities, including but not limited to case discussions, that apply the concepts to fortify students' understanding through applied learning.

In addition to attending classes, students should be prepared to spend another **ten hours per week** on activities related to this course. These activities include carrying out the required readings (**before the plenary session**), keeping up with the business press regarding current issues relevant to this course, and preparing for assessments.

Teaching Staff

Dr Bridgette Sullivan Taylor, Lecturer

Brad Evans, Graduate Teaching Assistant

Diane Bouleau, Graduate Teaching Assistant; wks 7 and 8 only

Learning Resources

Walker, O.C. & Mullins, J.W. (2014). *Marketing strategy: a decision-focused approach*. New York: McGraw-Hill Irwin.

All course materials may be found on the BUSMGT 715 course pages which can be accessed via Canvas.

Assessment

1. Hand-in activity sheets (X 3)	15%
2. Written case/field analysis (X 2)	20%
3. Mid-term test	25%
4. Final project	40%
• 1 st draft (5%)	
• 2 nd draft (10%)	
• Final version (25%)	
Total	100%

The broad relationship between these assessments and the course learning outcomes is as follows:

Learning Outcome	Hand-in activity sheets	Written case/field analysis	Mid-term test	Final project
1	X	X	X	X
2			X	X
3			X	X
4		X	X	X
5	X	X	X	X

Inclusive Learning

Students are urged to privately discuss any impairment-related requirements in person and/or in written form with the course convenor/lecturer and/or tutor.

Student Feedback

We regularly seek feedback from students in order to shape and improve this and all courses on the programme. Students will be asked to complete formative fast feedback early in the quarter, and course and teaching evaluations at the end of the course. In addition, each course will seek volunteers to serve as class reps.