

**DEREE COLLEGE SYLLABUS FOR: MK 4860 MARKETING STRATEGY AND TOPICS:
CAPSTONE**

(Updated Spring 2021)

**UK LEVEL 6
UK CREDITS: 15
US CREDITS: 3/0**

PREREQUISITES:

MK2030 Introduction to Marketing/ MK2030 Fundamentals of Marketing
MA2021 Applied Statistics
BU3233 Business Research Methods
AF2007 Financial Accounting
FN3105 Financial Management
MK3131 Marketing Management
MK4247 Applied Marketing Management & Metrics
MK4358 Applied Marketing Research

**CATALOG
DESCRIPTION:**

The Capstone course aims to integrate the knowledge you have acquired throughout this Program and asks you to apply what you have learned in earlier courses in a term- long consultive project of a real marketing situation. The course is divided into different components of the Marketing Strategy: Market Analysis, Marketing Strategy, Marketing Mix implementation and Expected Results. Special emphasis is given to the conditions, both internal and external, in which a firm operates and provide a framework for making marketing decisions.

RATIONALE:

The essence of Strategic Marketing is to provide customer value to customers thus gaining a competitive advantage. With a foundation of general knowledge in the nature and application of the various marketing functions acquired in previous marketing courses, students develop a comprehensive understanding of how marketing strategies can be developed and executed in dynamic competitive environments. Students will explore marketing issues in depth and investigate functions with the ultimate objective of formulating strategy and plans at the corporate level. This course emphasizes the corporate marketing plan.

LEARNING OUTCOMES:

As a result of taking this module, the student should be able to:

1. Demonstrate understanding of the decision-making processes involved in the assessment and selection of marketing strategies that are at play at all business types and how they affect an organization's practices.
2. Demonstrate understanding of how companies create and sustain competitive advantages through the delivery of customer value in the marketplace.
3. Design appropriate market-driven strategies based on the market and industry structure.
4. Develop and present a three-year corporate marketing plan based on marketing objectives, strategies, implementation and evaluation processes.

METHOD OF TEACHING AND LEARNING:

In congruence with the teaching and learning strategy of the college, a combination of lecture-based learning with a student to business approach are used where students actively participate in the learning process using the following tools:

- The lecture-based involves class lectures on the theoretical frameworks for making marketing decisions. Interactive learning with case studies and problem discussions on selected marketing topics and practical problems solved in class aiming to achieve understanding the value of quantitative analysis in marketing decision-making.
- The student-to-business involves a group consulting project with clients from the local community. It is designed to bring real-world projects into the classroom and connect students to local businesses. Students will deliver a semester-long project which includes researching the company, conducting industry and market analysis, and writing a 3-year marketing plan for the organization along with a presentation to the client.
- Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions on lectures and project concerns and see their exam papers.
- Use of Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.

ASSESSMENT:

Summative:

1 st Assessment Mid-term Examination (duration 75 minutes)	Essay-type questions, short case	30
2nd Assessment Field Project: create a 3- year marketing plan	Group work – integration and written report: 40/70 Word count: 4500-5000 Individual work - project presentation: 30/70	70

Formative:

Course work	Case discussion, assignments, “diagnostic” test	0
In-class presentation of case studies and assignments	Power point	0

The formative course work aims to prepare students for the examination and for the final project.
The project tests Learning Outcomes 1, 2, 3, 4 with emphasis placed on 4.
The midterm examination tests Learning Outcomes 1, 2.

Students are required to resit failed assessments in this module.

INDICATIVE READING:**REQUIRED MATERIAL:**

Walker, O.C., Jr. and Mullins, J.W. *Marketing Strategy: A Decision-Focused Approach*, latest edition, McGraw-Hill.

RECOMMENDED READING:**BOOKS**

Adcock, D. (2000), *Marketing strategies for competitive advantage*, Wiley.

Shaw, R. and Merrick, D. (2005), *Marketing payback: Is your marketing profitable?*, FT Prentice Hall.

Schlegelmilch, B.B. and Winer R.S. (2021), *The Routledge Companion to Strategic Marketing*, Routledge, New York.

Yannopoulos, P. (2007), *Marketing Strategy*, Thomson Nelson, Toronto.

ARTICLES

Bang, V. V., Joshi, S. L. and Singh, M. C. (2016), "Marketing strategy in emerging markets: A conceptual framework", *Journal of Strategic Marketing*, Vol. 24, No. 2, pp. 104-117.

Boso, N., Debrah, Y. A. and Amankwah-Amoah, J. (2018), "International marketing strategies of emerging market firms", *International Marketing Review*, Vol. 35, No. 2, pp. 202-214.

Bryce, D.J. and Dyer, J.H. (2007), "Strategies to Crack Well-Guarded Markets", *Harvard Business Review*, Vol. 85, p. 5.

Christenson, C.M., Cook, S. and Hall, T. (2005), "Marketing Malpractice: The Cause and the Cure", *Harvard Business*, Vol. 83, p. 12.

Esmailpour, M. and Barjoei, S. (2016), "The impact of corporate social responsibility and image on brand equity", *Global Business & Management Research*, Vol. 8, No. 3, pp. 55-66.

Guzmán, F. and Davis, D. (2017), "The impact of corporate social responsibility on brand equity: consumer responses to two types of fit", *Journal of Product & Brand Management*, Vol. 26, No. 5, pp. 435-446.

Hunt, S. D. (2018), "Advancing marketing strategy in the marketing discipline and beyond: From promise, to neglect, to prominence, to fragment (to promise?)", *Journal of Marketing Management*, Vol. 34, No. 1/2, pp. 16-51.

Kaufmann, H. R., Loureiro, S. M. C. and Manarioti, A. (2016), "Exploring behavioural branding, brand love and brand co-creation", *Journal of Product & Brand Management*, Vol. 25, No. 6, pp. 516-526.

Koch, C. H. and Gyrd-Jones, R. I. (2019), "Corporate brand positioning in complex industrial firms: Introducing a dynamic, process approach to positioning", *Industrial Marketing Management*, Vol. 81, pp. 40-53.

Marbach, J., Lages, C., Nunan, D. and Ekinci, Y. (2019), "Consumer engagement in online brand communities: the

	<p>moderating role of personal values”, <i>European Journal of Marketing</i>, Vol. 53, No. 9, pp. 1671-1700.</p> <p>Moon, H. and Sprott, D.E. (2016), “Ingredient branding for a luxury brand: The role of brand and product fit”, <i>Journal of Business Research</i>, Vol. 69, No. 12, pp. 5768–5774.</p> <p>Moorman, C. and Day, G. S. (2016), “Organizing for marketing excellence”, <i>Journal of Marketing</i>, Vol. 80, No. 6, pp. 6-35.</p> <p>Nandan, S. (2019), “Broadening the scope of global brand management: A stakeholder perspective”, <i>Marketing Management Association Annual Conference Proceedings</i>, p. 69.</p> <p>Nørskov, S., Chrysochou, P. and Milenkova, M. (2015), “The impact of product innovation attributes on brand equity”, <i>Journal of Consumer Marketing</i>, Vol. 32, No. 4, pp. 245-254.</p> <p>Lee, H. S. and Griffith, D. A. (2019), “The balancing of country-based interaction orientation and marketing strategy implementation adaptation/standardization for profit growth in multinational corporations”, <i>Journal of International Marketing</i>, Vol. 27, No. 2, pp. 22-37.</p> <p>Payne, A., Frow, P. and Eggert, A. (2017), “The customer value proposition: evolution, development, and application in marketing”, <i>Journal of the Academy of Marketing Science</i>, Vol. 45, No. 4, pp. 467-489.</p> <p>Porter, M.E. (2008), “The Five Forces That Shape Strategy”, <i>Harvard Business Review</i>, Vol. 86, p. 1.</p> <p>Roy, S. and Sarkar, S. (2015), “To brand or to rebrand: Investigating the effects of rebranding on brand equity and consumer attitudes”, <i>Journal of Brand Management</i>, Vol. 22, No. 4, pp. 340-360.</p> <p>Rudawska, E., Frąckiewicz, E. and Wiścicka-Fernando, M. (2018), “Socio-ecological innovations in marketing strategy - a comparative analysis of companies operating in Western European countries and Central-Eastern European countries”, <i>Economics & Business Review</i>, Vol. 4, No. 3, pp. 51-68.</p> <p>Tuškej, U. and Podnar, K. (2018), “Consumers’ identification with corporate brands: Brand prestige, anthropomorphism and engagement in social media”, <i>Journal of Product & Brand Management</i>, Vol. 27, No. 1, pp. 3-17.</p> <p>Varadarajan, R. (2018), “Advances in strategic marketing and the advancement of the marketing discipline: The promise of theory”, <i>Journal of Marketing Management</i>, Vol. 34, No. 1/2, pp. 71-85.</p> <p>Yan, R. and Cao, Z. (2017), “Is brand alliance always beneficial to firms?”, <i>Journal of Retailing & Consumer Services</i>, Vol. 34, pp. 193-200.</p>
<p>INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)</p>	<p>Academic Journals Journal of Marketing Research Journal of Marketing Journal of Consumer Research Marketing Science</p>

	<p>Journal of the Academy of Marketing Science European Journal of Marketing Journal of Product & Brand Management Journal of Marketing Management Journal of Strategic Marketing Journal of Retailing and Consumer Services Journal of Brand Management</p> <p>Trade Publications & Magazines Wall Street Journal Business 2.0 Business Week Fortune Forbes The Harvard Business Review The Economist</p>
COMMUNICATION REQUIREMENTS:	Group project submitted in Word using appropriate terminology. Presentation should be delivered in a professional manner, using power point, appropriate communication skills and terminology.
SOFTWARE REQUIREMENTS:	MS Office
WWW RESOURCES:	<p>Students are expected to use the internet at their own discretion to select information on the module. Useful sources include:</p> <p>www.businessweek.com www.eiu.com www.cia.gov www.umdced.com www.sba.gov www.marketingpower.com</p>
INDICATIVE CONTENT:	<p>1. Introduction to Strategy</p> <ul style="list-style-type: none"> • Market-Oriented Perspectives Underlie Successful Corporate, Business and Marketing Strategies • Corporate Strategy Decisions & Marketing Implications • Business Strategies and Their Marketing Implications <p>2. Opportunity Analysis</p> <ul style="list-style-type: none"> • Understanding Market Opportunities • Measuring Market Opportunities: Forecasting and Market Knowledge • Targeting Attractive Market Segments • Differentiation and Brand Positioning <p>3. Formulating Marketing Strategies</p> <ul style="list-style-type: none"> • Marketing Strategies for New Market Entries • Strategies for Growth Markets • Strategies for Mature and Declining Markets • Marketing Strategies for the New Economy <p>4. Implementation and Control</p> <ul style="list-style-type: none"> • Organizing and Planning for Effective Implementation • Measuring and Delivering Marketing Performance.