

Marketing Strategy and Planning MRKT6205

Course Outline

Description:

Understand what goes into the planning, implementation, evaluation, and control of marketing strategies and programs for products and services.

Course Goals:

- Theories, models and methods that emphasize strategic marketing management principles.
- Critically analyzing these theories to be able to apply this knowledge with practical insight.

Course Objectives: At the completion of this course, the student will be able to:

- Describe the principles and concepts of marketing strategy.
- Develop a strategic marketing plan.

Texts:

- There is no required text for this course but there will be assigned readings, PowerPoint presentations and other requirements.

Evaluation:

- Assignments = 80%
- Online Engagement/Discussions = 20%

Notes on assignments (papers and reports):

- Must be academic in style and content
- Must have a clear focus
- Must present ideas in a logical and well-thought-out flow
- Arguments, analysis and conclusions must be based on clearly identified research and sources
- Must cite all references from other sources
- Must be in paragraph format
- Must be double-spaced, and typewritten
- Must follow APA style

Grading:

A+	90-100	One could scarcely expect better from a student at this level
A	80-89	Superior work which is clearly above average
B	70-79	Good work, meeting all requirements, and eminently satisfactory
C	60-69	Competent work, meeting requirements
D	50-59	Fair work, minimally acceptable
F	below 50	Fail

In Class Participation Grading Chart:

The following chart will act as a guide for assessing student participation in the course.

Grade	Criteria
9-10	The student participates frequently, providing relevant responses and over the length of the course actively replies to discussion questions, instructor comments, and other students in a positive manner that demonstrates critical thinking skills; the responses often offer new perspectives on course material and spark discussion.
7-8	The student participates consistently, providing relevant responses and over the length of the course actively offers new ideas and responds to the contributions of others.
6	The student provides some relevant contributions and occasionally offers new ideas.
5	The student's contributions are inconsistent in both quality and relevance. The student does not offer any new ideas, and responses to fellow students are few.
4	The student rarely participates, rarely provides responses, and rarely responds to the comments and contribution of others. The student is rarely involved in group or class discussions.
0-3	The student never participates, does not respond to the comments or contributions of others, and does not offer their opinion or ideas. The student only contributes when specifically asked by the instructor.

Policy on Cheating and Academic Misconduct:

Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on "Scholastic Offences" in the current University Academic Calendar, or on the web at <http://www.westerncalendar.uwo.ca>. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University's code of conduct.

Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be

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imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/pdf/board/code.pdf>.

Plagiarism:

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>).

Policy on Late Assignments:

The late assignment policy entails a 5% per day deduction, including weekends, up to a maximum of 5 days, after which assignments will not be accepted and a grade of zero will be assigned unless documentation for accommodation has been provided in advance.

How do I hand in assignments?

All assignments will be submitted electronically through OWL using the assignment tool. Failure to meet deadlines without the instructor's written permission will be subject to the late assignment policy. It is the student's responsibility to ensure that all assignments forwarded to the instructor arrive before the due date. If you experience difficulty in submitting assignments through OWL, you are responsible for contacting the instructor.

When will I receive my grades?

Final grades will be available 2 weeks after the last scheduled day of the course. A grade report can be printed from myWCS.

Western Digital Badge

If you have met the course requirements for this Western approved [micro-credential](#), you will receive an email from [MyCreds](#) to claim your digital badge. Badges are embedded with data that verifies your skills and achievements. Share them with your employer, on LinkedIn and other social media sites.

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Course Schedule:

TOPIC	READINGS AND ACTIVITIES
Marketing Strategy Defined.	Forum Discussion. Assignment: Marketing Background
The Marketing Plan: Introduction and Analysis	Forum Discussion. Assignment: Marketing Goals and Audience
The Marketing Plan: Creative Brief and Strategy	Forum Discussion Assignment: Creative Strategy Brief
The Marketing Plan: Marketing Strategy Mix	Forum Discussion Assignment: Marketing Strategy Mix
The Marketing Plan: Marketing Tactics and Execution	Forum Discussion Assignment: Marketing Tactics Plan and Timeline
The Marketing Plan: Financials and Evaluation	Forum Discussion Assignment: Budget and Measures of Success