

## Marketing Strategy and Program Development

MRKT6286

### Course Outline

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#### Description:

This course focuses on the planning, implementation, evaluation, and control of marketing strategies and programs for products and services. Case study analysis will be emphasized in this course.

#### Course Goals:

The field of marketing has undergone tremendous change in the years since the introduction of radio, television and, the Internet. How does a marketer, in today's rapidly-paced society, work within an organization to plan, implement and monitor their company's products and services? What role do marketing strategies play within the organization and within society at large?

This course has several thrusts. An analysis of the external environment, which will provide structure and methodology to strategic market planning and help assess changes, trends, threats, and opportunities, will comprise the **first** part of the course. The **second** part of the course is designed to help marketers work towards achieving a sustainable competitive advantage. The **third** part of the course will help students understand how to create business strategies with a customer orientation.

#### Course Objectives:

At the completion of this course students will be able to:

- Understand how organizations anticipate or foster change;
- Review and analyze concepts, models and methods that emphasize strategic marketing management principles; and
- Critically analyze these theories to be able to apply this knowledge with practical insight

#### Evaluation:

25%	Virtual Participation & Case Discussion Assignments
25%	Test 1 Covers material from Chapters (2,3,4,5,6,7,8)
25%	Test 2 Covers Material from Chapters (9,10,11,12,13,14)
25%	Case Assignment

#### Notes on assignments (papers and reports):

- Must be academic in style and content, APA format
- 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

#### 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

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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 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>).

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## Course Schedule:

Topics	Readings, Powerpoints and Notes
Marketing Fundamentals The Marketing Environment	Chapter 1 Chapter 2
Consumer Behavior	Chapter 3
Marketing Research, Metrics and Analytics	Chapter 4
B2B Marketing	Chapter 5
Segmentation, Targeting and Positioning	Chapter 6
Products and Brands	Chapter 7 <b>Test 1 (chapters 1, 2,3,4,5,6,7)</b>
New Product Development Pricing	Chapter 8 Chapter 9
Marketing Channels and Supply Chain	Chapter 10
Retailing and Wholesaling	Chapter 11
Marketing Communications	Chapter 12
Customer Relationship Management Strategic Marketing Planning	Chapter 13 Chapter 14
Complete Assessments	<b>Test 2 (chapters 8,9,10,11,12,13,14)</b> <b>Final Assignment</b>