

COLLEGE OF BUSINESS and GLOBAL AFFAIRS
Course Data Sheet

Course Number: Mktg. 710

Course Title: Marketing Strategy

Level and Credit: Graduate, 4 credit hours

Course Description:

This course is a seminar in history of marketing thought and current perspectives with managerial application. Topics will include marketing theory and philosophy, the creation of value through integrating the conception, production, distribution and exchange of goods, services, and ideas, marketing planning, market identification and environments, product strategy, price strategy, channels strategy, promotional strategy, and marketing assessment and control.

Course Prerequisites:

None

Course Text and Required Material:

MKTG 710 Online Custom Business Resources, *Pearson*, ISBN: 978-1269-67105-7, available through UTM Bookstore

Chapters Covered: 1, 2, 4, 5, 6, 8, 9, 10.

College Mission Statement:

The college's main priority is the delivery of excellent undergraduate education in business disciplines as well as international studies and political science. Student-faculty interaction is central to this education process. Moreover, the college emphasizes experiential-learning opportunities, a global outlook, quality graduate instruction, scholarly research, university and professional service, and west Tennessee economic development.

Graduate Learning Goals Related to the CBGA Mission:

Graduates of the MBA program will demonstrate:

- (1) effective written and oral communication,
- (2) effective leadership and teamwork skills,
- (3) an understanding of the integrated nature of business functions,
- (4) the ability to think critically and use analytical approaches in making effective decisions within a dynamic business environment,
- (5) an understanding of the ethical dimensions of business decisions.

This course addresses all graduate learning goals / objectives.

Course Specific Objectives:

1. To survey the conceptual principles of marketing strategy. MBA 3
2. To understand the role of strategic marketing in gaining a competitive advantage in the marketplace. MBA 1, 2, 4, 5
3. To gain insights from real-world examples of effective and ineffective marketing practices. MBA 4
4. To become aware of a broad range of cutting-edge marketing topics. MBA 4
5. To gain a deep understanding of selected marketing topics. MBA 4

Active Participation:

All students are expected to complete all assignments, participate on group work, and actively participate on each of the six discussion board topics that will be announced and posted throughout the semester. Each student is required to post substantial discussion/comment on the discussion board. The topics pertaining to the discussion board will be addressed by the assigned readings, the textbook and the case book. Topics will be posted at the date listed below. The respective professor will then provide feedback and/or a summation of discussion on the topic at the closing of each discussion board session.

Essay Exams:

Two online essay exams will be given and will primarily include material from the articles assigned in class. Additionally, material from the text might be beneficial in providing thorough answers to exam questions. Format for each exam will be provided through announcements and instructions within the module. Note that the format for the exams may not be the same; read instructions carefully. Makeup exams will not be given.

Group Cases:

One group case will be assigned to each group during the first half of the semester. The group cases will be presented in teams (probably with three to four members). Each team member will be equally accountable for the preparation and presentation of case material (see Suggested Case Format under Course Documents in Blackboard, or for further assistance, see Chapter 3, pp. 55-66 and Appendix: preparing a Written Case Analysis, p. 157). Group assignments will be provided on Blackboard under Announcements, virtual meeting rooms will be set up for each team through Zoom software, and other communications options will be activated for each group. The case analysis presentations assigned are to be 20 to 30 minutes in length using Microsoft Powerpoint and Zoom software.

Each student will automatically be upgraded to “Presenter” in Zoom so that you may each share files, have audio communication and chat using the Zoom meeting room for recording the presentation without instructor supervision. As noted above, each group will have a dedicated virtual meeting room. Be attentive to due dates listed within the chart below and in the announcements for submitting the powerpoint slides (via email to professor prior to the presentation) and then recording the presentation. Once the presentation has been recorded, the host will then email the professors a notification letting them know that the recording has been completed and will also include the file name of the recording. This method allows the group to meet in the meeting room without being recorded so that the team can practice the presentation, participate in discussion, divide work, etc. Watch announcements for further instructions regarding details of the procedure for recording the presentations.

Individual Case Updates:

Each student will provide an update to a case from the text (posted in Announcements). The update should contain the integration of at least 2 topics covered in the text chapters (e.g., strategy and advertising) and focus on the current (2011-present) happenings of the company or its related industry.

Please find the assignments for the mini-case updates that you are to address and submit individually. Do not work these as a group. Should the case pose questions, you do not have to specifically address those questions; your update should include the integration of at least two topics covered in the text chapters (from Modules 1-6 for this assignment) and focus on the current (2011-present) happenings of the company and/or its related industry. We do NOT want any summary or history of the company. DO NOT directly cite your text case. Simply assume that we have read the same case from your text and know the background info on your company. We only want information on decisions, movement, developments, and opportunities arising over the past 5 years. Note that these cases may cite material not listed in your text, and references to terms or other material (if any) will not match your text. You may need (and we fully expect you) to consult materials external to the text to answer some of the case questions.

NOTE: TO SUBMIT THE MINI-CASE click on Module 6, find the Assignment entitled Mini-Case Update, then upload the file from there. Please do NOT email the file. We will not set a minimum number of pages; just complete the assignment. We will, however set a maximum number of pages at ten. This does not mean we expect ten pages. You may certainly be able to do a very good job with the assignment in fewer than the maximum number of pages.

Blackboard Quizzes:

These quizzes consist of multiple choice questions from over the chapters or the module lectures. Six quizzes appear within the modules under the “Course Material” button. Open the quiz and select your answers. Remember to hit the “submit” button when you finish the quiz. (If you cannot find the quiz on Blackboard, it may be that you are looking after the time due and the quiz is no longer available.) Each quiz will consist of five questions from that chapter or set of lectures, worth two points each. Students will have 10 minutes to complete each quiz. Further, each quiz will be available for a 24-hour period prior to the due dates (listed below). Blackboard will give you the score of your quiz, and show which questions you answered incorrectly and correctly. You can confirm that your score was recorded in the online grade book. You can also see the questions and your responses by clicking on your score in the grade book. You may take the quiz multiple times to replace your score. Note, however, that the questions may be different for each time that you attempt the quiz. Also, your final attempt by the due date is the score that will count as your grade.

University Policies:

Academic Integrity:

The University of Tennessee at Martin has chosen as its primary objective quality undergraduate education. Commitment to this objective must include an obligation by all members of the University community to promote and protect the highest standards of integrity in study, research, instruction and evaluation. Dishonesty or unethical behavior does not belong at an institution dedicated to the promotion of knowledge and learning. Integrity of the academic process requires fair and impartial evaluation by faculty and honest academic conduct by students. Specific integrity attributes can be found:

http://www.utm.edu/departments/conduct/new_academic_integrity.php

Standard of Conduct:

When persons enroll in The University of Tennessee at Martin, they retain the rights and duties of a citizen. Additionally, they must assume the duties and observe the regulations imposed by the University community. Specific conduct attributes can be found: <http://www.utm.edu/departments/conduct/conduct.php>

Disability Services:

The University of Tennessee provides reasonable accommodations (academic adjustments and auxiliary aids) to ensure equal access to educational content and university programs for students with disabilities. Students who are eligible for and who request accommodations through the Disability Services office must provide instructors with a letter of accommodation. The Disability Services office is located in the Student Success Center, 203 Clement Hall, 731.881.7605.