Course Description:
Strategic marketing involves determining which customers your organization should serve, which products and services it should offer them, and how. This course introduces students to the basic principles and framework necessary for making these strategic decisions, with an emphasis on analytical skills useful in a business environment. Market research, consumer behavior, market segmentation, target marketing, brand positioning, distribution channels and internet/mobile marketing are among the topics discussed. You will gain experience applying the core concepts through short assignments and case studies. Small group case work will give you the opportunity to work collaboratively -- putting skills to use analyzing situations confronted by real managers. By the end of this term, you will have acquired a sound conceptual and theoretical “tool kit” for marketing analysis and gained experience analyzing real-world marketing problems.

Course Structure/Organization:
My goal is to engage you in the study of marketing in a way that is informative, engaging, interesting, enjoyable, and relevant to your current lives and futures. This course requires hard work, but I anticipate large rewards from your efforts. The three primary components are:

- **Class sessions:** Classes will involve a combination of lectures, case discussions, and interactive activities. Students are expected to come to class well-prepared – having completed all required readings and arriving ready to offer thoughtful contributions.

- **Teamwork:** Students will be required to work in teams outside the classroom. This work is an integral component of the learning experience in this course. As such, the quality of the work produced in your team, as well as self-evaluations and team-member evaluations will be an important component of your course grade.

- **Individual work:** In addition to your reading outside of class, you will complete several assignments. The Blackboard website will be used for accessing & submitting assignments.

Required Materials:

- **Course Textbook** (Kotler & Armstrong, *Principles of Marketing*, 15th Edition, Prentice Hall). I recommend that you use this newest edition, as the examples and discussions are updated from earlier versions of the text.

- **On-line “Case Book”** (approximately $25 for copyright permissions). Using the link provided below, you can either pay to access these readings electronically (and print as needed), or pay an additional fee to have hard copy shipped directly to you. Please log-in to the following website to purchase the Case Book readings (be sure to record your login information in a safe place!): [https://cb.hbsp.harvard.edu/cbmp/access/20985650](https://cb.hbsp.harvard.edu/cbmp/access/20985650)

- **Blackboard website access** (assignments must be submitted via Blackboard)
Evaluation of Student Work:

55% of course grade will be based on individual work:
- 10% class participation
- 20% assignments (four assignments throughout term)
- 25% final exam (in-class essay format)

45% of course grade will be based on group work: (4 case grades*, plus team evaluation)
- 5% Red Lobster Case
- 15% Mountain Man Brewing Company Case
- 15% Natureview Farms Case
- 10% Your choice (McDonald's in China, Culinarian Cookware, or Adidas Mobile)

Assignment / Case Grading Scale:

1 – 3: Serious problems
4 – 6: Below Expectations (more effort needed, incomplete, not demonstrating understanding)
7 – 9: Satisfactory (clear effort, problems such as missing crucial points, poor organization, etc.)
10 – 12: Very Good (while not a home run, very good application of some key concepts)
13 – 15: Outstanding (excellent application of concepts, thorough analysis, insightful, well-written)

Late Assignments / Write-ups:

Assignments and case write-ups must be submitted via Blackboard BEFORE class (i.e., no later than 10:59 a.m. on the day they are due). I strongly recommend that you do not wait until the last minute, in case you encounter a computer glitch, etc.. Assignments arriving after this time will receive a zero, no exceptions. Given the structure of this course, we typically engage in discussion of the assignments and case studies DURING LECTURE TIME on the day the assignment is due. As a result, it is not possible for me to accept late work.

Participation:

Participation is an important part of the class. Please come to class having done the assigned reading and ready to engage in discussion. You are encouraged to make effective use of discussion time in class, through thoughtful, timely, and constructive participation. To help me give everyone equal opportunity for "air time," I often utilize a class list to call on students to add to discussions. This is not meant to intimidate anyone, merely to allow for (a) fairness, and (b) objective criteria for determining the participation grade. I understand that we all have "off days" -- days we just can't get the reading done in time or otherwise don't feel prepared. Everyone gets two “free passes.” If you would like your name off the “call list" for the day, please feel free to mark yourself off when you come in. You can get away with this twice with no penalty whatsoever to your class participation grade. ☺️ I will have the list posted on the front table prior to the beginning of class.

Final Exam:

The final exam is intended to give you the opportunity to apply the concepts you have learned throughout the term and demonstrate your understanding of key principles. During our last regularly scheduled class meeting, you will be provided with a case study to read over Reading Week. You should think about and analyze the issues of this case ON YOUR OWN, in preparation for the in-class exam during Finals Week. You are allowed to reference any of the lecture material, textbook, class notes, etc. from this course to help you think through the important issues in the case. You are NOT allowed to search for or utilize outside materials (on-line or elsewhere). On the day of the exam, you will be given a clean paper copy of the case. No outside materials or notes will be allowed. The exam will consist primarily of essay questions, asking you to demonstrate your understanding of the principles of marketing management to using this particular business example. Our assigned exam time is: Tues., Dec 10th from 12 – 2 p.m.
Group Work / Case Analysis:

The ability to analyze and discuss business problems in small, collaborative groups is essential in a real business environment. As such, group work is an important aspect of this course as well. I recognize that group work poses certain challenges in terms of coordination and equitable division of work, and I will give all students an opportunity to submit a Team Evaluation at the end of the semester for the instructor's use in determining the “Group Work” component of each student's final grade.

Groups of 4-5 students will be created during the first week. Your group members will be your team throughout the rest of the quarter for discussion of the case studies and preparation of case write-ups. I recommend that, as a group, you decide upon a weekly meeting time outside of class. All group members need to have read the week’s assigned case by the time of the group meeting and be prepared to engage in discussion about the assignment. Each group is responsible for determining their own method of equitable division of work with regard to preparing the write-up, keeping in mind the requirements of the honor code and principles of academic integrity (see section below).

Throughout the term, we will discuss six (6) in-depth case studies. All groups are required to read and analyze each case, in preparation for class discussion. Case write-ups are required to be submitted for FOUR (4) of these six cases (three mandated cases: Red Lobster, Mountain Man Brewing Company, and Natureview Farms; and one “Your Choice” case write-up, selected from McDonald’s in China, Culinarian Cookware, or Adidas mobile).

Case write-ups are based on a group effort, and only one write-up will be accepted per group. Cases are due by the beginning of class on the day the case is discussed (submit electronically before 10:59 a.m.). No late write-ups can be accepted. In addition to your electronic submission, each group must submit one hard copy to the instructor at the beginning of the class period. To ensure fairness across groups, page limits and formatting rules will be strictly enforced. It is difficult to identify the key issues and prepare a succinct report, but that is the challenge of the assignment. Using a standard word processing program such as Microsoft Word, reports must be typed in 11-point font or higher with at least a ¾ inch margin on all sides. Please take special care not to violate the limits, as additional text beyond what is allowed will NOT BE CONSIDERED by the instructor / TA.

Please note: Each group is only required to submit four case write-ups (3 mandated + 1 “Your Choice”). If your group elects to make additional submissions beyond the required four, your highest grade will be counted for the “Your Choice” case grade. If you take this route, ALL group members must agree and participate in the preparation of the write-ups. This may NOT be done on an individual basis. Please keep this in mind when forming your groups and try to align yourself with group members who share your preferences.

Additional guidelines for doing case analysis are included at the end of this syllabus. Any guidelines or assignment questions specific to a given case will be distributed / posted on Blackboard the week the case is due. Max page limit: 4 pages of text, up to 3 optional “exhibits” pages (graphs, calculations, etc.).

Lab Time Requirement:

As part of a program instituted by the Kellogg Department of Marketing and approved by the Business Institutions Program, students are asked to participate in two hours of lab experiments to be scheduled during the quarter. Students will be asked to sign up for two separate one-hour time slots. Scheduling will be done through a marketing department Ph.D. student. Most students find participation in this research fun and interesting. This experience will give you a chance to contribute to research on current issues in the field of marketing. If you do NOT wish to participate, please let me know BY THE END OF WEEK TWO. I can provide an alternative assignment with a similar time commitment. Alternative assignments cannot be generated after the second week of class. It is important that you not miss your scheduled lab sessions.
**Attendance / Classroom Policy:**

- Students are expected to attend all class sessions of the course. Lectures contain content beyond what is available from your textbook, and you will be responsible for applying the concepts discussed during lectures. Your learning is cheated by missing class.
- Your participation grade can be affected by absences. If you have an unavoidable commitment or illness, please send me an e-mail. You are responsible for obtaining any missed material (notes, etc.) from your classmates.
- I sometimes use a class list to “call on” students, please see Participation section above.
- Classes will start promptly, and you are expected to be prepared to begin on time. Once class begins, please do not leave the classroom unless an emergency necessitates it.
- **NO CELL PHONE / TEXTING** policy. Use of cell phones and other electronic devices (iPads, etc.) is highly distracting in the classroom. Please make a habit of keeping these devices powered off and stored while in class.
- **NO LAPTOPS:** I strongly encourage hand-written note-taking. Use of laptop computers in class tends to be distracting and draws students’ attention away from active participation.

**Honor Code and Academic Integrity:**
Northwestern's Honor Code will be enforced. In addition, the following specific rules apply:

- Do not use materials from other schools or universities, or any materials found on-line (notes, slides, papers) pertaining to the case studies we will cover in this course. Your analysis is to be based on the information in the case study itself and nothing else.
- Do not use any material from prior sections of this course that any faculty has taught.
- Do not consult students who took the course in prior semesters (any school, from any instructor)
- Do not look at the notes, old assignments, or old exams of others.
- Do not discuss assigned cases with anyone other than the members of your group, the instructor, and the TA.
- Do not put your name on a group assignment if you did not contribute meaningfully to the completion of the assignment. Including your name on work you did not complete constitutes representing others’ work as your own and is a violation of the honor code.
- Do not discuss the final exam with anyone other than the instructor and TA.
- You are not allowed to use any course of information other than your own class notes, readings assigned for this course, and content posted on this course’s Blackboard website.
- Plagiarism in any form will not be tolerated. When in doubt, CITE YOUR SOURCE.
- Please note that Northwestern takes academic integrity very seriously. Any form of academic dishonesty will be treated according to the provisions stipulated for violations of NU's Principles Regarding Academic Integrity. You must do your own work, and properly cite sources used (including but not limited to quotations from other scholarly works).

**Last, but not least…**

You may have noticed that this syllabus is quite long. Both myself & your helpful and friendly TA, Elizabeth, are very happy to help you throughout the term and answer questions as needed. But please….before contacting us with questions on basic course expectations, grading, schedule, etc….check the syllabus. ☺ The answer is very likely in this document.
# Preliminary Course Schedule

*(subject to change – updates posted on Blackboard as necessary)*

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Assignment</th>
<th>Readings*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>9/24</td>
<td>Introduction: Groundwork for Strategic Marketing</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>9/26</td>
<td>Basic Quantitative Analysis in Marketing</td>
<td>Submit signed group agreement</td>
<td>Case Book: Article on Quant Analysis; Text: Ch 1/2</td>
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<tr>
<td>2</td>
<td>10/1</td>
<td>Customer Analysis: CB Basics &amp; Segmentation</td>
<td>Quant assignment I due</td>
<td>Text: Ch 5/7</td>
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<tr>
<td></td>
<td>10/3</td>
<td>Customer Analysis: Targeting &amp; Positioning</td>
<td>Segmentation assignment due</td>
<td>Text: Ch 4</td>
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<tr>
<td>3</td>
<td>10/8</td>
<td>Case Discussion: Red Lobster Case</td>
<td>Red Lobster case write-up due</td>
<td>Case Book: Red Lobster case</td>
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<tr>
<td></td>
<td>10/10</td>
<td>Company, Competitor, &amp; Environmental Analysis</td>
<td></td>
<td>Text: Ch. 3 &amp; 18</td>
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<td>4</td>
<td>10/15</td>
<td>Case Discussion: McDonald’s: Is China Lovin’ It?</td>
<td>McDonald’s in China Case write-up due</td>
<td>Case Book: McDonald’s case</td>
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<td>10/17</td>
<td>Product &amp; Branding Strategy</td>
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<td>Text: Ch 8/9</td>
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<td>5</td>
<td>10/22</td>
<td>Case Discussion: Mountain Man Brewing Co.</td>
<td>Mountain Man write-up due</td>
<td>Case Book: Mountain Man</td>
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<td>10/24</td>
<td>Promotion Strategy</td>
<td></td>
<td>Text: Ch 15/16</td>
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<td>10/29</td>
<td>Promotion Strategy &amp; Advertising</td>
<td>Promo assignment due</td>
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<td>10/31</td>
<td>Pricing Strategy</td>
<td>Quant assignment II due</td>
<td>Text: Ch 10/11</td>
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<td>11/5</td>
<td>Case Discussion: Culinarian Cookware</td>
<td>Culinarian write-up due</td>
<td>Case Book: Culinarian</td>
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<td>11/7</td>
<td>Channel Strategy</td>
<td></td>
<td>Text: Ch 12/13</td>
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<td>11/12</td>
<td>Case Discussion: Natureview Farm</td>
<td>Natureview write-up due</td>
<td>Case Book: Natureview case</td>
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<td>11/14</td>
<td>Integrated Marketing Communications &amp; New Media</td>
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<td>Text: Ch 14/17</td>
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<td>11/19</td>
<td>Case Discussion: The Brand in the Hand -- Mobile Marketing at Adidas</td>
<td>Adidas write-up due</td>
<td>Case Book: Adidas case</td>
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<td>11/21</td>
<td>Marketing Ethics</td>
<td></td>
<td>Text: Ch 20</td>
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<td>10</td>
<td>11/26</td>
<td>Course Wrap-Up</td>
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**Reading Week:** Dec 2nd-7th

**Final Exam:** Tues., Dec 10th (12-2 pm)

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*Readings listed should be completed PRIOR to coming to class on the listed day, in preparation for class.*