

Course Syllabus

MKTG 489: Marketing Analytics

Instructor: Professor Ed Love

MKTG 489 Marketing Strategy

Prof. Ed Love

Course Syllabus

What it's all about:

Marketing Strategy is about developing and sustaining a winning market position for customer-oriented firms. Students will learn to establish objectives that result in profitable growth. You will learn to critically assess firm strengths and weaknesses, and to implement and evaluate strategies. The focus is on strategic decisions that have long-term impact on the organization. The strategic decision making process is supported by an analysis of the organization's external environment and an internal self-analysis of the organization.

Upon completion of the course you should be able to:

1. Conduct the external and self-analyses that support the development of a strategic marketing plan.
2. Identify and address strategic questions such as:
 - How can we create value?
 - What environmental opportunities and threats do we face?
 - What are our organizational strengths and weaknesses?
 - How should we segment the market?
 - What target markets should we focus on?
 - How should we position our brand?
 - What are our sustainable **competitive advantages**?
 - What growth directions are most attractive?
 - How should the organization's resources be allocated?

- What product markets are attractive to us?
3. Understand and work with a set of useful and important concepts such as mission, objective, strategic group, sustainable competitive strategy, risk, key success factors, strategic opportunity or threat, strategic strength, weakness or problem, strategic question, product market, segmentation, industry structure, positioning, experience curve, portfolio analysis and scenarios.
 4. Use the computer as a communication, data gathering and data analysis tool.
 5. Learn to work cooperatively in teams.
 6. Write professional business documents (this is a WP3 course)
 7. Think critically and strategically.

General Expectations:

Discussion is welcome as an important part of the learning process, and students are expected to actively participate in class. Although the ability to express yourself will help you to succeed as professionals, I understand that some students can be very uncomfortable speaking in front of others. If this is true for you, let me know by week 2 of the quarter and I will find other ways for you to get participation points.

Class projects should be considered professional deliverables that a) demonstrate your proficiency with class material, b) provide valuable market insight, and c) are professional in presentation and very well written.

For any other questions regarding class policies, etc., see the appropriate section of the general university catalog:

http://www.wvu.edu/wwu_catalog/2008-2009catalog.pdf [. \(http://www.wvu.edu/wwu_catalog/2008-2009catalog.pdf\)](http://www.wvu.edu/wwu_catalog/2008-2009catalog.pdf).

Honesty is required in this and every course WWU. Cheating (e.g., plagiarism) is a serious offense and not tolerated. As future professionals I will hold you to the highest standards in regard to honesty and integrity (I hope you expect the same of me). See the WWU general university catalog for our official policy on page 397 - http://www.wvu.edu/wwu_catalog/2008-2009catalog.pdf [. \(http://www.wvu.edu/wwu_catalog/2008-2009catalog.pdf\)](http://www.wvu.edu/wwu_catalog/2008-2009catalog.pdf)

Textbook and Readings

Required: Market-Based Management, Roger J. Best, 6th edition.

Available through the bookstore or to rent or buy from amazon here: http://www.amazon.com/Market-Based-Management-Edition-Roger-Best/dp/0130387754/ref=sr_1_3?ie=UTF8&qid=1386629305&sr=8-3&keywords=market-based+management+5th [. \(http://www.amazon.com/Market-Based-Management-Edition-Roger-Best/dp/0130387754/ref=sr_1_3?ie=UTF8&qid=1386629305&sr=8-3&keywords=market-based+management+5th\)](http://www.amazon.com/Market-Based-Management-Edition-Roger-Best/dp/0130387754/ref=sr_1_3?ie=UTF8&qid=1386629305&sr=8-3&keywords=market-based+management+5th)

If you are interested in renting an electronic version of the text, you may do so here: <http://www.coursesmart.com/IR/1922932/9780130387851?hdv=6.8> [. \(http://www.coursesmart.com/IR/1922932/9780130387851?hdv=6.8\)](http://www.coursesmart.com/IR/1922932/9780130387851?hdv=6.8)

Required: Course Pack available online from Harvard University Press. All cases and other non-textbook readings may be found in the course pack.

Course Link: <http://cb.hbsp.harvard.edu/cbmp/access/54449736>

IMPORTANT: For each reading and case, students will need to answer a small number of questions that will be posted on Canvas. These quizzes are due before class on the day the reading is discussed.

Recommended: The Wall Street Journal, Harvard Business Review

Student Evaluation

The evaluation (final grade) will be based on your participation in classroom discussions, homeworks, contribution to the team project, and performance on two examinations. The grade breakdown is determined by the points allocated in Canvas, but grades will be adjusted based on your team evaluations.

Regular and informed classroom discussions will be used to evaluate your in-class performance. You are also expected to make a full contribution to your team research project. At the completion of the project, you will evaluate the performance of all team members, and your teammates' evaluations of you will have an impact on your grade.

Research Project – Marketing Plan

Your team will develop a marketing plan that a product that is of interest to you and your group. The choice of firm and product is up to your team but must be approved by your Professor Love.

Good plans will be thorough, creative, realistic, and insightful. They should be extremely well written with a professional look and feel. Imagine that you are consultants presenting this work to the firm.

The project is an important part of the course. The success of the project depends on your ability to select a well-defined topic early, to make a serious individual commitment, and to develop an effective group organization.

There are two main sections to the marketing plan: the situation analysis and the marketing plan going forward. For this course the situation analysis has been broken into sub-assignments that should help you to collect and provide the necessary information. You will need to leverage information from the readings and in-class lectures to do a good job on these.

Please refer to Canvas for the details about the marketing plan assignments.

At the end of the quarter, you will do an in-class presentation of your plan. The length of the presentations will depend on the number of teams in the class, but should be around 30 minutes.

Cases

Case classes will mainly focus on team-led case presentations, including class discussion. Each group will be responsible for leading one or two of these during the quarter. Each presentation should be done in PowerPoint and include an overview of the situation described in the case, the presenters' interpretation of the central problem, specific questions and issues that need to be addressed, an overview of the presenters' analytical process and recommendations, and a discussion/Q&A time in which the rest of the class will share their opinions.

PowerPoint slides should be emailed to the instructor by the end of the presentation day.

Cases will be evaluated both on the quality of the analysis and the effectiveness and professionalism of the delivery. The overall case grade will also be determined by the student's contribution to case discussions.

The entire team is expected to actively contribute to the case presentations.

Other Assignments

Other assignments may be found in the Canvas modules.

Exams

There will be one midterm and one final exam. The final exam will be comprehensive. Exams must be completed by you individually. More details about the exam will be provided by Prof. Love.

Course Outline (subject to change):

Date	Topics
Wed, Jan 04	Intro to Marketing Strategy
Mon, Jan 09	Strategic Thinking
Wed, Jan 11	The Marketing Plan
Wed, Jan 18	Pricing & Marketing Metrics
Mon, Jan 23	Marketing Metrics
Wed, Jan 25	Competitive Advantage
Mon, Jan 30	Competitive Advantage
Wed, Feb 01	Pricing
Mon, Feb 06	Midterm
Wed, Feb 08	Segmentation
Mon, Feb 13	Targeting
Wed, Feb 15	Positioning
Wed, Feb 22	Positioning
Mon, Feb 27	Value Creation
Wed, Mar 01	TBD
Mon, Mar 06	Presentations
Wed, Mar 08	Presentations

Tue, Mar 14

Final 3:30-5:30 PM

Grade Scale:

Grade	% Range	Explanation
A	94-100	Exceptional work, ready to apply concepts in professional environment
A-	90-93.9	Exceptionally good work, link concepts but missing a minor point
B+	87-89.9	Excellent work but missing more than one minor issue
B	84-86.9	Very good work
B-	80-83.9	Very good work but missing a key point (or several small ones)
C+	77-79.9	Good work but lacking on several issues
C	74-76.9	Adequate
C-	70-73.9	Meets course requirements
D	64-69.9	Below expectations, does not meet course requirements
F	Below 64	Unacceptable work

Assignments Summary:

Date	Details	
Mon Oct 24, 2016	 Assignment: Problems in Pricing 1-3 (https://www.instructure.com/courses/1080466/assignments/3520980)	due by 11:58pm
Wed Oct 26, 2016	 IKEA Quiz (https://www.instructure.com/courses/1080466/assignments/3520964)	due by 1:59pm
Mon Oct 31, 2016	 Segmentation (https://www.instructure.com/courses/1080466/assignments/3521007)	due by 11:59pm
Mon Nov 7, 2016	 Pepsi Case Quiz (https://www.instructure.com/courses/1080466/assignments/3520959)	due by 1:59pm
Wed Jan 4, 2017	 Reading: Best. Ch. 3 (https://www.instructure.com/courses/1080466/assignments/3521000)	due by 11:58pm
Fri Jan 6, 2017	 Chapter 3 Quiz (https://www.instructure.com/courses/1080466/assignments/3520961)	due by 11:59pm

Date	Details
Mon Jan 9, 2017	 Reading: Best, Ch. 1 due by 1:58pm https://www.instructure.com/courses/1080466/assignments/3520998
	 BAMP Ch. 2 Quiz due by 11:59pm https://www.instructure.com/courses/1080466/assignments/3520967
	 Chapter 1 Quiz (https://www.instructure.com/courses/1080466/assignments/3520952) due by 11:59pm
	 Reading: Building a Marketing Plan, Ch. 2 (Course Pack) due by 11:59pm https://www.instructure.com/courses/1080466/assignments/3521005
Wed Jan 11, 2017	 Case Reading: Apple in 2015 due by 11:59pm https://www.instructure.com/courses/1080466/assignments/3520984
	 Chapter 2 Quiz (https://www.instructure.com/courses/1080466/assignments/3520974) due by 11:59pm
	 Optional Reading: Best, Ch. 14 due by 11:59pm https://www.instructure.com/courses/1080466/assignments/3520996
	 Project Proposal due by 11:59pm https://www.instructure.com/courses/1080466/assignments/3520997
	 Reading: Best, Ch. 2 due by 11:59pm https://www.instructure.com/courses/1080466/assignments/3520999
Wed Jan 18, 2017	 Chapter 8 Quiz (https://www.instructure.com/courses/1080466/assignments/3520965) due by 1:59pm
	 Marketing Math Quiz due by 1:59pm https://www.instructure.com/courses/1080466/assignments/3520972
	 Reading: Best, Ch. 8 due by 1:59pm https://www.instructure.com/courses/1080466/assignments/3521004
	 Reading: Low Tech Marketing Math due by 1:59pm https://www.instructure.com/courses/1080466/assignments/3521006
Fri Jan 20, 2017	 Industry Analysis (See Best, Ch. 14 and Building a Marketing Plan, Ch. 2 for more information on how to answer the questions) due by 10pm https://www.instructure.com/courses/1080466/assignments/3520994
Mon Jan 23, 2017	 Case Reading: Rosewood due by 11:59pm https://www.instructure.com/courses/1080466/assignments/3520990
	 Rosewood Quiz (https://www.instructure.com/courses/1080466/assignments/3520963) due by 11:59pm
Wed Jan 25, 2017	 Case Reading: Trader Joe's due by 11:59pm https://www.instructure.com/courses/1080466/assignments/3520991
	 Chapter 4 Quiz (https://www.instructure.com/courses/1080466/assignments/3520958) due by 11:59pm
	 Reading: Best, Ch. 4 due by 11:59pm https://www.instructure.com/courses/1080466/assignments/3521001
Fri Jan 27, 2017	 Firm Analysis (See Best, Ch. 14 and Building a Marketing Plan, Ch. 2 for more information on how to answer the questions) due by 11:59pm https://www.instructure.com/courses/1080466/assignments/3520993
Mon Jan 30, 2017	 Case Reading: American Apparel due by 1:58pm https://www.instructure.com/courses/1080466/assignments/3520983

Date	Details	
	 American Apparel Case Questions (https://www.instructure.com/courses/1080466/assignments/3520957)	due by 11:59pm
	 Chapter 6 Quiz (https://www.instructure.com/courses/1080466/assignments/3520968)	due by 11:59pm
	 Reading: Best, Ch. 6 (https://www.instructure.com/courses/1080466/assignments/3521002)	due by 11:59pm
Wed Feb 1, 2017	 Altius Quiz (https://www.instructure.com/courses/1080466/assignments/3520960)	due by 1:59pm
	 Case Reading: Altius Golf and the Fighter Brand (https://www.instructure.com/courses/1080466/assignments/3520982)	due by 1:59pm
Fri Feb 3, 2017	 Core Competencies and Competitive Advantages (https://www.instructure.com/courses/1080466/assignments/3520992)	due by 11:59pm
Wed Feb 8, 2017	 Case Reading: eHarmony (https://www.instructure.com/courses/1080466/assignments/3520985)	due by 11:59pm
	 Chapter 7 Quiz (https://www.instructure.com/courses/1080466/assignments/3520954)	due by 11:59pm
	 eHarmony Quiz (https://www.instructure.com/courses/1080466/assignments/3520973)	due by 11:59pm
	 Reading: Best Ch. 7 (https://www.instructure.com/courses/1080466/assignments/3521003)	due by 11:59pm
Fri Feb 10, 2017	 3 Circle Targeting Assignment (https://www.instructure.com/courses/1080466/assignments/3520979)	due by 11:59pm
Mon Feb 13, 2017	 Case Reading: Porsche (https://www.instructure.com/courses/1080466/assignments/3520989)	due by 11:59pm
	 Porsche Case Quiz (https://www.instructure.com/courses/1080466/assignments/3520962)	due by 11:59pm
Wed Feb 15, 2017	 Case Reading: OneFineStay (https://www.instructure.com/courses/1080466/assignments/3520988)	due by 11:59pm
	 Onefinestay Quiz (https://www.instructure.com/courses/1080466/assignments/3520971)	due by 11:59pm
Fri Feb 17, 2017	 Situation Analysis (https://www.instructure.com/courses/1080466/assignments/3521008)	due by 11:59pm
Wed Feb 22, 2017	 Case Reading: Mountain Man Brewing (https://www.instructure.com/courses/1080466/assignments/3520987)	due by 11:59pm
	 Mountain Man Lager Quiz (https://www.instructure.com/courses/1080466/assignments/3520953)	due by 11:59pm
Mon Feb 27, 2017	 Case Reading: Hubspot (https://www.instructure.com/courses/1080466/assignments/3520986)	due by 11:59pm
	 HubSpot Quiz (https://www.instructure.com/courses/1080466/assignments/3520966)	due by 11:59pm
Mon Mar 6, 2017		due by 11:59pm

Date	Details	
	 Marketing Plan Presentations (https://www.instructure.com/courses/1080466/assignments/3520995)	
Wed Mar 8, 2017	 The Marketing Plan (https://www.instructure.com/courses/1080466/assignments/3521009)	due by 11:59pm
	 2nd Half Participation (https://www.instructure.com/courses/1080466/assignments/3520978)	due by 11:59pm
Tue Mar 14, 2017	 Final Exam - Do not take this one (https://www.instructure.com/courses/1080466/assignments/3520976)	due by 11:59pm
	 Final Exam - Take this one (https://www.instructure.com/courses/1080466/assignments/3520969)	due by 11:59pm
	 1st Half Participation (https://www.instructure.com/courses/1080466/assignments/3520977)	
	 Case Presentation Assignments (https://www.instructure.com/courses/1080466/assignments/3520981)	
	 Midterm (https://www.instructure.com/courses/1080466/assignments/3520970)	