

Syllabus for Strategic Marketing Planning (Marketing 774)

Fall 2006

Prerequisite: Marketing 716 or equivalent

Instructor: Yushan Zhao

Office: 4029 Carlson

Office Phone: (262)472-4798

E-Mail: zhaoy@uww.edu

Office Hours: Monday and Wednesday: 10:00am – 11:00am, 12:15pm - 2:15pm

Saturday: 7:00pm - 9:00pm

Other times by appointment

Class Materials:

Textbook: Marketing Strategy by O.C. Ferrell and Michael Hartline

3rd Edition, South-Western Publishing, 2005.

Capstone Team Member Guide (purchased through <http://www.capsim.com> - instructions to follow later)

Course Description:

This course focuses on business level marketing strategy. The overall goal of the course is to develop your ability to think strategically about marketing problems and their potential solutions. To achieve this goal, the course focuses on the marketing planning process as the basic framework for integrating and coordinating marketing decisions. Specifically, you will develop skills in establishing and evaluating marketing plans, strategies, and implementation programs so that you will be better prepared to tackle the marketing problems you will encounter in your profession.

Course Objectives:

The main learning emphasis in this course is placed on improved critical thinking ability (analytical and creative) as it relates to marketing strategy and implementation. The specific objectives of this course include:

- Reviewing the essentials of marketing management
- Understanding the impact of strategic marketing decisions on the firm
- Gaining insight into the "real world" frustrations/rewards of making marketing decisions
- Learning how to assimilate information from a variety of sources (Internet, library, etc.)
- Applying decision models used by today's marketing managers
- Learning how to develop a marketing plan

Goals and Goal Assessment:

- Improved writing skills. This will be assessed through the essays in exams, mini-reports, and final report.
- Improved theoretical thinking and application skills. This will be assessed by the ability to identify important issues and integrate theories when making decisions in the simulation and case discussions and analysis and writing mini-reports and final report of the simulation.
- Improved real-world problem solving skills. This will be assessed by your ability to solve the business problems in the simulation and case discussions and analysis.

Grading:

Final Exam: 20%
Case and Discussion: 20%
Capstone Mini-reports 15%
Capstone Simulation Performance 15%
Capstone Presentation 10%
Capstone Final Marketing Plan 20%
Total: 100%

93 - 100% A
88 - 92% A/B
83 - 87% B
78 - 82% B/C
70 - 77% C
60 - 69% D
< 60% F

Case and Discussion:

Case and discussion are important part of on-line learning. You are expected to actively engage in discussions in courseroom. Each team will lead one case discussion (please see Course Outline below for case assignment). The team is also responsible for the success of the case discussion. The team is expected to raise two questions for discussion. You can choose discussion questions from "Questions for Discussion" at the end of case. You can also design your own questions that are interesting to class. All class members are expected to join the discussion.

I will periodically check the discussion area of the course and will post occasional comments to the thread. In the evaluation process I will consider the quality of your contributions to the discussions, so, please do not post comments like "Yes", "No", or "I agree". More depth will be appreciated.

Capstone Simulation:

Each student will be a member of a team that will compete with other teams in the class developing strategies and making decisions for a company in a high technology industry. Included in your decisions will be issues such as promotional spending, product positioning, manufacturing levels, budgeting, and customer targeting. The simulation is sophisticated, and the technical help is excellent, so it will not be a technically frustrating experience for you. We will begin the simulation following the case writing and basic content information for the course. Your grade will be based on the variables that your team chooses to use for evaluation purposes. Some teams may want to weight profitability heavily. Other may want sales volume as their most important goal. Because teams will choose different weights and variables, theoretically, all teams could “win” their competition. You will purchase your simulation software and team member guide directly from the Capstone web site at <http://www.capsim.com>. The cost is roughly \$40. I am not having the bookstore purchase the items and re-sell them, as your purchasing directly from the site will save you the bookstore's mark-up. I will provide detailed information on accessing the web site and on the simulation itself through the schedule and also on CD ROM lectures.

Mini-reports and final marketing plan:

There are four mini-reports and one final marketing plan in this semester. Mini-reports should be three-page long (double space) and emphasize the marketing plan of your team (firm), situation analysis, and decision rationales. The first mini-report should include a firm's mission statement. Your text includes an appendix that has worksheets for developing the marketing plan. I expect you do a good job on these reports.

Your Final Marketing Plans should be typed, double-spaced, and twelve-page maximum, not including attachments and appendices. Example outline of final marketing plan (note, this is only a guide and must be modified to your team, please also read Appendix A, Marketing Plan Worksheets of the textbook). Keep in mind that there is no single correct format for a Strategic Marketing Plan.

- Executive Summary (synopsis of situation, key aspects of the marketing plan)
- Situational Analysis (market characteristics, key success factors, competition and product comparisons, technology considerations, legal environment, social environment, problems and opportunities)
- Marketing Objectives (product profile, target market, target volume in dollars and/or units)
- Marketing Strategies (product strategy, pricing strategy, promotion strategy, distribution strategy, marketing strategy projection)
- Appendices
- References

Capstone presentation:

In module 8, you are required to make a powerpoint presentation to class online. The presentation should cover the key points of your final strategic marketing plan. At the end

of presentation, each team (not each team member) is required to evaluate other teams presentation performance. For example, team C needs to submit evaluations for teams A, B, D, E, and F.

Team Member Evaluations:

At the end of semester, you will be asked to evaluate your own team contributions as well as those of other team members. These evaluations can affect team members' grades positively or negatively.

Legal Issues:

The University of Wisconsin - Whitewater is dedicated to a safe, supportive, and non-discriminatory learning environment. It is the responsibility of all undergraduate and graduate students to familiarize themselves with University policies regarding Special Accommodations, Academic Misconduct, Religious Beliefs Accommodation, Discrimination and Absence for University Sponsored Events. For details please refer to the Undergraduate and Graduate Timetables; the Rights and Responsibilities section of the Undergraduate Bulletin; the Academic Requirements and Policies and the Facilities and Services sections of the Graduate Bulletin; and the Student Academic Disciplinary Procedures (UWS Chapter 14); and the Student Nonacademic Disciplinary Procedures (UWS Chapter 17).

Course Outline

Detailed information on each written assignment is available in the schedule under the appropriate module heading.

Module 1: Introduction (September 5 – 17)

Reading: Chapters 1 & 2 of Ferrell and Hartline (F&H)

Team Setup

Simulation: Capstone Warm-up

Reading: Capstone Student Guide 2006

Exploring: <http://www.capsim.com>

Module 2: Situation Analysis, SWOT Analysis (September 18-October 1)

Readings: Chapters 3 & 4 of F&H

Case Discussion (Team A leads the discussion): Saturn (page 330)

Capstone Simulation: Capstone Simulation Practice

Practice Decision Due: Wed. September 27

Module 3: Strategy - Segmentation, Targeting Positioning (October 2-15).

Readings: Chapters 5 & 6 of F&H

Case Discussion (Team B Leads the discussion): USA Today (page 408)

Case Discussion (Team C Leads the discussion): CART (page 351)

Capstone Simulation:

Round 1 Decision Due: Noon of Sunday October 15

Mini-report: Report 1 of Simulation Due October 15

Module 4: Tactics - Products and Prices (October 16-29)

Readings: Chapters 7 & 8 of F&H

Case Discussion (Team D leads the discussion): McDonald's and Hotel Industry (page 521)

Case Discussion (Team E leads the discussion): Gillette (page 366)

Capstone Simulation:

Round 2: Decisions due Noon of Sunday October 22

Upload Success Measurements before Round 3.

Round 3: Decisions due noon of Sunday October 29

Mini-report: Report 2 of simulation Due: Sunday October 29

Module 5: Tactics - Place and Promotion (October 30-Nov. 12)

Readings: Chapters 9 & 10 of F&H

Case Discussion (Team F leads the discussion): National D-Day Memorial (page 395)

Capstone Simulation:

Round 4: Decisions due Noon of Sunday Nov. 5

Round 5: Decisions due Noon of Sunday Nov. 12

Mini-report: Report 3 of simulation Due Sunday Nov. 12

Module 6: Marketing Implementation and Control (Nov. 13-22)

Readings: Chapter 11 of F&H

Capstone Simulation

Round 6: Decision Due Noon of Friday. Nov. 17

Round 7: Decision Due Noon of Wed. Nov. 22

Mini-report: Report 4 of simulation Due Wed. Nov. 22

Happy Thanksgiving

Module 7: Capstone Presentation and Marketing Plan Preparation (December Nov. 27-Dec. 3)

Module 8: Capstone Presentation and Final Exam (December 4-15)

Capstone Presentation (Due Dec. 4)

Final marketing plan of Capstone Simulation Due Dec. 4

Final Exam (post on December 4, due December 15)