

MARKETING STRATEGY

MARK 7A75

Fall 2021

INSTRUCTOR: Dr. Alan. D. Lish
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SEC/TIME: Sec. 21459 ONLINE October 18 – December 15, 2021

OFFICE: CBB Rm 528C

OFFICE HOURS: Tues via Zoom 1p-2:30p, or by appointment via Zoom

Course Description

Designed to build upon previous marketing courses, including MARK 6361/MARK 6A61, this course helps you understand how to put what you learned about marketing into practice by determining, designing and executing a marketing strategy. The course's goal is to prepare students for making critical strategic market decisions in today's business environment, and understanding the ramifications of strategy on finance, accounting, and human resources.

Course Objectives

Develop a comprehensive understanding of how companies plan, decide and execute marketing strategies. Objectives include:

- Learn how to use market research to help decide on new products.
- Learn how market segmentation, targeting and positioning can drive a successful marketing strategy.
- Learn how product, price, promotion and place decisions impact the execution of a marketing strategy.
- Learn how to react and adapt a marketing strategy to competitive forces.

In addition, the Bauer College of Business sets the following learning goals for all MBA level classes:

- **Communication:** Students will demonstrate effective written and oral communication skills through class discussion and assignment submissions
- **Cross Disciplinary Competence:** Students will demonstrate ability to integrate different functional areas in solving business problems using concepts and tools from previous marketing and management courses in the simulation.
- **Critical Thinking:** Students will demonstrate ability to analyze business situations and recommend appropriate actions in the online simulation.
- **Ethical Reasoning:** Students will demonstrate ability to identify ethical dilemmas and be able to recognize and evaluate alternative courses of action by demonstrating this ability in class discussions.

Here is some helpful information about how we will run our classes:

Class participation is encouraged and graded. Use this opportunity to get to know each other and to propel you into sharing what you know with the class.

Ask questions regularly. There will be other students wondering the same thing and you will help keep the class focused.

Quiz/exams. There are weekly quizzes administered through Blackboard.

Course Rules:

- Please be considerate of your classmates and instructors and always treat them with respect.
- Please know and understand all components of the University of Houston Academic Honesty Policy and be prepared to conform to them.
- All work must be independent unless otherwise specified.

Required materials:

Marketing Strategy: A decision-focused approach (8th Ed.), by Walker, Jr., O. C. & Mullins, J. W. (2014). McGraw-Hill Irwin, New York.

ISBN-13: 978-0078028946

ISBN-10: 0078028949

Digital purchase/rent option

<https://www.vitalsource.com/products/marketing-strategy-a-decision-focused-approach-walker-v0077499476>

Blackboard:

This course makes extensive use of Blackboard. *All communications, grades, assignments, power points and other important information are disseminated using Blackboard.* You should make sure you become familiar with it. Ignorance of how to use, access, or navigate around Blackboard is not an excuse for missed assignments or work.

The University has several ways that you can become familiar with Blackboard if you need assistance. Please check online at www.uh.edu/blackboard/ for details.

Grading: Final grades will be determined as follows:

Component	Percentage	Additional Information
Assignments	30%	Three written Assignments, TBA
Class participation	15%	Based frequency of contribution, quality, participation skills, plus online activities
Weekly Quizzes	30%	Weekly online quizzes based on the assigned text readings
Marketing plan	25%	This is a group project. Details to be provided. Peer review part of grade.
TOTAL	100%	

Total % Earned	Grade		
93 - 100	A	73 - 76	C
90 - 92	A-minus	70 - 72	C-minus
87 - 89	B-plus	67 - 69	D-plus
83 - 86	B	63 - 66	D
80 - 82	B-minus	60 - 62	D-minus
77 - 79	C-plus	<59	F

Class participation

You are expected to participate in this class. At the very least, class participation is based on you doing all the items specified in a Weekly Activity. In addition, we encourage questions and discussions. Participation is graded.

Late Work

Late assignments, either individual or team, and quizzes are penalized 10% per day that they are late. The final must be taken as scheduled, no exceptions.

Unprofessional communication

Please act with courtesy and respect. There is absolutely no justification for vulgar, rude, impertinent, and demeaning communication directed towards team members, instructors, or administrative staff. Keep your communications professional and businesslike. *Some acts are defined by the university to be unacceptable. See Student Disciplinary Policies and Procedures: http://www.uh.edu/dos/resources/disp_policies.php*

Unprofessional conduct

Act professionally. There is no justification for threatening team members, instructors, or administrative staff or exhibiting disruptive behavior (e.g., slamming books on a table,

screaming, etc.). Such conduct may have legal implications. Physical violence and threats of physical violence should be reported to the University Police. If you have disagreements with team members, please exercise good judgment and keep your discussions courteous and respectful.

Some acts are defined by the university to be unacceptable. See Student Disciplinary Policies and Procedures: <http://www.uh.edu/dos/policies.html>

Academic Honesty

The University of Houston Academic Honesty Policy is strictly enforced by the C. T. Bauer College of Business. No violations of this policy will be tolerated in this course. A discussion of the policy is included in the University of Houston Student Handbook, http://www.uh.edu/provost/policies/uhhonesty_policy.html. *Students are expected to be familiar with this policy.*

Accommodations for Students with Disabilities

The C. T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400), and present approved accommodation documentation to their instructors in a timely manner.

Availability of counseling services

Counseling and Psychological Services (CAPS) can help students who are having difficulties managing stress, adjusting to college, or feeling sad and hopeless. You can reach CAPS (www.uh.edu/caps) by calling 713-743-5454 during and after business hours for routine appointments or if you or someone you know is in crisis. Also, there is no appointment necessary for the “Let's Talk” program, which is a drop-in consultation service at convenient locations and hours around campus.

http://www.uh.edu/caps/outreach/lets_talk.html

Other Information:

This syllabus and accompanying class schedule are subject to change. Changes and/or additions will be announced on the Blackboard. ***The instructor reserves the right to modify the course requirements, assignments, quizzes, exams, grading procedures, and other related policies as circumstances so dictate.*** Students are expected to always adhere to all applicable University, College, and departmental policies and regulations

Required additional language follows, by order of the Office of the Provost:

COVID-19 Information

Students are encouraged to visit the University's [COVID-19](#) website for important information including on-campus testing, vaccines, diagnosis and symptom protocols, campus cleaning and safety practices, report forms, and positive cases on campus. Please check the website throughout the semester for updates.

Vaccinations

Data suggests that vaccination remains the best intervention for reliable protection against COVID-19. Students are asked to familiarize themselves with pertinent [vaccine information](#), consult with their health care provider. The University strongly encourages all students, faculty and staff to be vaccinated.

Reasonable Academic Adjustments/Auxiliary Aids

The University of Houston complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, pertaining to the provision of reasonable academic adjustments/auxiliary aids for disabled students. In accordance with Section 504 and ADA guidelines, UH strives to provide reasonable academic adjustments/auxiliary aids to students who request and require them. If you believe that you have a disability requiring an academic adjustments/auxiliary aid, please contact [the Justin Dart Jr. Student Accessibility Center](#) (formerly the Justin Dart, Jr. Center for Students with DisABILITIES).

Excused Absence Policy

Regular class attendance, participation, and engagement in coursework are important contributors to student success. Absences may be excused as provided in the University of Houston [Undergraduate Excused Absence Policy](#) and [Graduate Excused Absence Policy](#) for reasons including: medical illness of student or close relative, death of a close family member, legal or government proceeding that a student is obligated to attend, recognized professional and educational activities where the student is presenting, and University-sponsored activity or athletic competition. Under these policies, students with excused absences will be provided with an opportunity to make up any quiz, exam or other work that contributes to the course grade or a satisfactory alternative. Please read the full policy for details regarding reasons for excused absences, the approval process, and extended absences. Additional policies address absences related to [military service](#), [religious holy days](#), [pregnancy and related conditions](#), and [disability](#).

Recording of Class

Students may not record all or part of class, livestream all or part of class, or make/distribute screen captures, without advanced written consent of the instructor. If you have or think you may have a disability such that you need to record class-related activities, please contact the [Justin Dart, Jr. Student Accessibility Center](#). If you have an accommodation to record class-related activities, those recordings may not be shared with any other student, whether in this course or not, or with any other person or on any other platform. Classes may be recorded by the instructor. Students may use instructor's recordings for their own studying and notetaking. Instructor's recordings are not authorized to be shared with *anyone* without the prior written approval of the instructor. ***Failure to comply with requirements regarding recordings will result in a disciplinary referral to the Dean of Students Office and may result in disciplinary action.***

Syllabus Changes

Due to the changing nature of the COVID-19 pandemic, please note that the instructor may need to make modifications to the course syllabus and may do so at any time. Notice of such changes will be announced as quickly as possible through Blackboard announcements.

MARK 7A75 Fall 2021 Class Schedule

NOTE: The class week starts on a Monday, and ends the follow Sunday, end of day (11:59pm)

Session #/Date	Reading and Topic*	Assignments Due
Week #1: Oct. 18 <i>Last day to drop 10/21</i>	Chapter 1, Market-oriented perspectives, overview of strategy	Week #1 Quiz (due by Sunday, eod)
Week #2: Oct. 25	Chapter 2, Corporate Strategy Chapter 3, Business Strategy and implications	Week #2 quiz Assignment #1 Marketing plan deliverables due each Sunday from this date on in your group wiki
Week #3: Nov. 1	Chapter 4, Market Opportunity Chapter 5, Measuring Market Opportunities	Week #3 quiz Marketing plan deliverables due each Sunday
Week #4: Nov. 8	Chapter 6, Targeting Segments Chapter 7, Differentiation	Week #4 quiz Assignment #2 Marketing plan deliverables due each Sunday
Week #5: Nov. 15	Chapter 8, New markets Chapter 9, Growth markets	Week #5 quiz Marketing plan deliverables due each Sunday
Week #6: Nov. 22 -Dec. 5 <i>This is a extended week because of Thanksgiving. All deliverables for this week will be due by December 5th, eod.</i>	Chapter 10, Mature/Declining Chapter 11, Digital Strategies	Week #6 quiz Assignment #3 Marketing plan deliverables <i>All deliverables for Week 6 are due December 5th eod</i>
Week #7 Dec. 6	Chapter 12, Implementation Chapter 13, Measurement	Week #7 quiz
Week #8: Dec. 13	Final Marketing plan	Final Marketing Plan due by Wednesday of this week

*All items are due complete by Sunday, end of day (11:59p) unless otherwise noted.