**Antalya Bilim University**

**Department of Business Administration, BUSI 332**

**Marketing Strategy**

**Fall 2019**

Class time& Place: Thursday 09:30-12:20 (A1-03)

Office hours: Wednesday 14:00-17:00

Prof. Dr. Kemal KURTULUS

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(A2-41)

***Objectives***

The major objectives of this course are to study strategic marketing issues, to examine and discuss the strategic problems that a marketing manager confronts, to develop managerial perspectives and an analytical approach to solve different strategic marketing problems, and to improve the abilities and skills for reporting conclusions and recommendations.

As stated in the course description, this course covers the strategic marketing system and its relation with environmental factors; marketing strategy formulation and planning; strategic analyses; marketing research and marketing information systems; consumer behavior; and product, service, distribution, promotion, and pricing strategies.

More specifically, the course materials and activities are selected and designed to help students:

1. To understand fundamental strategic analyses,

2. To further develop their analytic reasoning and problem-solving skills in a strategic marketing management setting, especially with respect to

a. understanding social, political, economic and competitive environments, their interrelationships, and their influences on marketing actions, and

b. evaluating marketing decision variables in the design of marketing strategies;

3. To develop a foundation for further study in marketing and other business areas; and

4. To practice interpersonal communication and writing skills consistent with contemprorary marketing management and business practices.

***Text and Other Sources***

* L. E. Boone and D. L. Kurtz, Contemporary Marketing, Dryden Press, New York, 2016.
* Phillip Kotler and K. L. Keller, Marketing Management, Pearson-Prentice Hall, 2012.
* D. T. Kollat, R. D. Blackwell, J. F. Robeson, Strategic Marketing, 2003.

***Course Structure***

The course consists of primarily discussions, and presentations. Problems and cases will be discussed in class. The instructor’s role is to help facilitate discussion. In other words, his basic role is to manage the class process and to assure that the class achieves and understands of the situation in the discussions.

**Academic Honesty and Plagiarism**

Plagiarism is using the words or ideas of others and presenting them as your own. Plagiarism is a type of intellectual theft. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement. Although plagiarism is well established in Turkish educational system, you will be punished heavily if you are caught do it.

***Grading***

Your final grade will be based on the following weights:

Midterm Exam 30

Final Exam 50

Exercises, Quizzes, Projects,

Class Participation and Contribution 20

TOTAL 100

(Passing Grade: 50/100)

***Schedule:***

The planned schedule of the course is as follows:

***Weeks Topics***

**Week 1 (16-20 Sep)** Roster Check and Course Introduction

**Week 2 (23-27 Sep)** Elements of Marketing Strategy, Quality and Customer Satisfaction *Case: Wainwright Co.*

**Week 3 (30 Sep-4 Oct)** Environment and Marketing *Case: Knopf Farms*

**Week 4 (7-11 Oct)** Marketing Strategy and Planning *Case: GM Cadillac*

**Week 5 (14-18 Oct)** Marketing Research, Marketing Information Systems *Case: Walker Res.*

**Week 6 (21-25 Oct)** Segmentation, Targeting and Positioning *Case: Marriot Co.*

**Week 7 (28 Oct-1 Nov)** Consumer Behavior *Case: Rogaine &* Strategic Analyses *Case: K-Mart*

**Week 8 (4-8 Nov)** Midterm Week

**Week 9 (11-15 Nov)** BCG *Case: Cherry Airport*

**Week 10 (18-22 Nov)** GE – Mc Kinsey

**Week 11 (25-29 Nov)** PLC Portfolio Model, PIMS Concept

**Week 12 (2-6 Dec)** Competition Strategies

**Week 13 (9-13 Dec)** Creating Competitive Advantage

**Week 14 (16-20 Dec)** Final Evaluations and Proposals