

Antalya Bilim University
Department of Business Administration,
BUSI 332
Marketing Strategy

Class time& Place: To be announced

Office hours: To be announced

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 contemporary marketing management and business practices.

Text and Other Sources

- L. E. Boone and D. L. Kurtz, Contemporary Marketing, Dryden Press, New York, 2005.
- Phillip Kotler and K. L. Keller, Marketing Management, Pearson-Prentice Hall, 2006.
- D. T. Kollat, R. D. Blackwell, J. F. Robeson, Strategic Marketing, 2003.

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. You are expected to be sensitive in this issue.

Grading

The final grade will be based on the following weights:

Midterm and final exams	80
Homework, discussions, projects and quizzes	20
TOTAL	100

(Passing grade= 50/100)

- If final exam will be face to face, exams will have 70% weight (50% final, 20% midterm, others 30%)
- If final exam will be online, exams will have 70% weight (40% final, 30% midterm, others 30%)

Activities

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.

Schedule:

The planned schedule of the course is as follows:

Weeks	Topics
1	Roster Check and Course Introduction
2	Elements of Marketing Strategy, Quality and Customer Satisfaction <i>Case 1.2: How Burton Snowboards Built a Sport – and a Customer Base</i>
3	Environment and Marketing <i>Case 2.2: Caribou Coffee Brews up a Fine Cup</i>
4	Marketing Strategy and Planning <i>Case 5.2: Tower Records Uses Bricks – and Clicks – to Survive</i> <i>Case 6.2: Dunkin' Donuts and Hill, Holliday: A Recipe for Good Relationships</i>
5	Marketing Research, Marketing Information Systems <i>Case 7.2: Fisher-Price: Marketing Research Is More Than Child's Play</i>

- 6 Segmentation, Targeting and Positioning
Case 8.2: Annie's Homegrown: A Natural Success
- 7 Consumer Behavior
Case 9.2: WBRU Sounds Good to Listeners
- 8 Strategic Analyses
Case 10.2: UPS Delivers for Its Business Customers
- 9 BCG
Case 11.2: Fossil Is a Reminder of Good Times
- 10 GE – Mc Kinsey
Case 12.2: Stride Rite Keeps Its Brands in Step
- 11 PLC Portfolio Model, PIMS Concept
Case 14.2: Bombardier Lets Price Soar
- 12 Competition Strategies
Case 15.2: Ipswich Shellfish Delivers Fresh Lobster
Case 16.2: Neiman Marcus Takes Care of Its Customers