Course Syllabus
MKTG 4901 – Management of Marketing Strategies
Spring 2019 (Tuesday 7:10 - 10:10 pm)
3 Credit Hours
Instructor: Professor Rajiv Grover

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Office: BA 438
Office Hours: Tuesday: 6:10 – 7:10 p.m., and by appointment

This course outline has benefited from the course of THOMAS S. ROBERTSON, Joshua J. Harris Professor; Professor of Marketing; Academic Director, Baker Retailing Center; Executive Director, Wharton-INSEAD Alliance; Former Dean of the Wharton School and Emory’s Goizueta Business School and the course of AJAY K. KOHLI, Regents’ Professor, Gary T. and Elizabeth R. Jones Chair, Scheller College of Business, Georgia Tech; AMA/McGraw-Hill/Irwin Distinguished Marketing Educator Award.

Course Overview
This course views Marketing Strategy as both a general management responsibility and an orientation of the firm that helps create, capture, and sustain customer value. The course develops knowledge and skills in the application of advanced marketing frameworks, concepts, and methods for making strategic choices for innovative business models, products and services—often in new markets.

Course Objectives
This course will help you develop knowledge and skills in the creative and rigorous application of marketing strategy concepts and methods in order to enhance long run value for business entities. At the conclusion of this course, students will be able to:

- pursuing organic growth via innovation and market development;
- identifying market gaps via customer journey analysis
- launching new products and achieving rapid takeoff;
- managing diverse product lines and planning migration strategies;
- defending products and markets in a contentious environment;
- creating and maintaining brand equity;
- designing integrated communication and social media program;
- entering international markets
Fogelman College: Learning Outcomes for Your Degree  
Bachelor of Business Administration: Link to BBA Degree Learning Outcomes

Pre-Requisites/Co-Requisites:  
You must have successfully completed MKTG 3012 and MKTG 4080. If you do not meet these prerequisites, you may be administratively dropped from the course. The complete statement of prerequisites for this course is contained in the Undergraduate Bulletin or in the online catalog at [here](#).

**There is no required text. Most required materials will be available online. You will have to buy 6 cases. The details of which will be provided in class.**

The course will be taught via a blend of lecture-discussions, case discussions, and a computer simulation, Virtual Marketing.

**Case discussions:** We will use several cases to explore marketing strategy issues and approaches to dealing with them. Please come well prepared to discuss each case in class. The assignment questions (to be distributed a week in advance of the case discussion day) will help you prepare to contribute to the class discussion, though you should feel free to consider other questions as well. You should be prepared to state your recommended course of action or point of view, and defend it based on your pre-class qualitative and quantitative analyses. In preparing for class discussion, please restrict yourself to the information provided in the case. This is to ensure that the class discussion is based on information shared by all in the class. Please do not look for additional information from outside sources such as company reports, web sites, and the like. Using information from outside the case compromises the quality of discussion in class. We will discuss each case as of the date of the case.

**Class contribution**  
The ability to contribute to a group’s discussion is valuable in class, and perhaps even more valuable in the corporate world. The quality of contribution is much more important than the quantity. In fact, it is entirely possible to “talk a lot” but make a poor contribution. In addition, taking up a disproportionate amount of “air time” also reflects a lack of sensitivity to peers.

I tend to call on people for their opinions even if their hand is not up. So, please let me know at the beginning of class if an emergency has made it impossible for you to be prepared to engage in class discussion on a given day. This will save everyone embarrassment.

I will ignore up to one absence (or poor contribution) for determining your contribution grade. Please plan your schedule accordingly. Please let me know via email if you will be absent from a class as soon as you know. If you are absent for more than one class, your contribution grade will be affected adversely.

Please sit in the same seat for all class sessions during the semester.

Strong contributions involve:
- Listening to other students, and building on their ideas by developing them further or adding new perspectives
- Being concise, clear and specific
- Using persuasive logic and quantitative analysis to argue for a point of view
- Making comments that build a constructive and comfortable classroom environment

Weak contributions involve:
- Coming to class with an “insightful” point or two and the fierce determination to blurt it out before anyone else, regardless of where the class is in the discussion flow
- Cutting off a discussion theme prematurely
- Making “chip shots”
- Repeating a point already made
- Making assertions that contradict case information
- Citing company information that is not in the case

**Final Course Grades**

Your grade will be based on the following criteria:

**Simulation:** Virtual Marketing - In-class Quizzes and Quality of Decisions: 33%
**Case Discussion & Class Participation:** 33%
**Project:** 33%

**Academic Integrity:**

Cheating, plagiarism, or any student misconduct is not allowed. Any student caught cheating will receive a zero for the assigned work. The University’s policies on cheating and other types of student misconduct are covered in the academic misconduct section of the Code of Student Conduct and Disciplinary Procedures of the Student Handbook. These policies will be strictly enforced in this class. See these policies at the Office of Student Conduct website. You may also review Fogelman’s Academic Integrity page for additional clarification about our policies. You may access this page here, [FCBE Standards for Academic Integrity](#). (“Note that using a “Solutions Manual” is considered cheating. Should your professor have evidence that using a “Solutions Manual” has occurred, he/she may take steps as described on the campus’ Office of Student Conduct website.”)

Cheating is disrespectful to all parties involved and I take it very seriously. I expect you to conduct yourselves as honest professionals with sound moral character. A few notes as it relates to the honor code:

- Unless specifically identified as group work, quizzes, tests, homework, etc. are to be completed alone.
- Obtaining case notes / handouts from sources like such as the Internet and others who have previously discussed cases used in this class hurts learning, and will be treated as violations of the Honor Code. Similarly, unauthorized use of any previous semester course materials, such as tests, quizzes, homework, projects, and any other coursework, is prohibited in this course. Using these materials will be considered a direct violation of academic policy and will be dealt with according to the Academic Honor Code.
• Passing on case notes (and class handouts) to students who have yet to take this course hurts learning, and will be treated as violations of the Honor Code.

**Extra Credit:**
Extra credit opportunities will be offered.

**Syllabus Changes:**
A detailed class schedule is shown below. *Changes to the schedule will be made if necessary.*

**Student Services**
Please access the [FCBE Student Services](#) page for information about:
- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance

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<thead>
<tr>
<th>Date</th>
<th>In-Class Discussion</th>
<th>Home-work for Before Class</th>
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<tbody>
<tr>
<td>15-Jan</td>
<td>Overview of Marketing Strategy</td>
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<tr>
<td>22-Jan</td>
<td>Internal &amp; External Analyses; Value Proposition, VM - till TYK Value Proposition</td>
<td>LCs - VM Stage 1 - till LC Positioning.</td>
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<tr>
<td>29-Jan</td>
<td>Case 1 Eatly</td>
<td>Eatly (Global Value Proposition, Retailing, Consumer Behavior.)</td>
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<tr>
<td>12-Feb</td>
<td>Case 2 Ryanair</td>
<td>Ryanair (Costs &amp; Revenues, Services, Customer Lifetime Value, Brand Image.)</td>
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<tr>
<td>19-Feb</td>
<td>Research Methods, VM till TYK Experimental Data, DMQ Survey Data</td>
<td>LCs - VM Research Methods 1, Experimental and Survey Methods, Data Analytics.</td>
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<td>26-Feb</td>
<td>PROJECT No Class</td>
<td>Project</td>
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<tr>
<td>Date</td>
<td>Case/Action</td>
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<td>5-Mar</td>
<td><strong>Spring Break</strong></td>
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<tr>
<td>12-Mar</td>
<td>Case 3 Mediquip</td>
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<td>19-Mar</td>
<td>Market-Oriented Culture, <strong>VM till TYK</strong> Org Culture and DMQ Types of Servers; Project Progress Oral report.</td>
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<td>26-Mar</td>
<td>Case 4 Royal DSM</td>
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<td>2-Apr</td>
<td>Digital Marketing, <strong>VM till TYK Digital Analytics</strong></td>
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<td>9-Apr</td>
<td>Case 5 HubSpot</td>
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<td>16-Apr</td>
<td>Case 6 Google Car or Tesla</td>
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<tr>
<td>23-Apr</td>
<td><strong>Presentations</strong></td>
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**Mediquip** (Selling & Sales Management, B2B.)

LCs - VM SEO, Social Media, Motivation, Job Description, Org Culture.

Royal DSM (Market Orientation - Commodity and Scientific Industries)

LCs - VM Digital Marketing, Digital Analytics.

HubSpot (Digital, Inbound Marketing.)

Google Car or Tesla (NPD, Innovation, Diffusion, Ethics.)