

# UNBC      Comm 442 Marketing Strategy

Classroom: 10-4588  
Time: Mondays, 8:30-11:20 a.m.  
Instructor: Professor Jin Gao, Ph.D.  
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Office: 10-4506  
Tel: 250-960-6785  
Office hour: Wednesdays, 9:40—11:30, or by appointment.



## **COURSE DESCRIPTION:**

This course will examine the concepts, principles, analytic methods and relevant processes that are inherent in effective marketing decision-making. The focus will be on basic concepts needed to understand and manage a product through the life-cycle of the product itself and the market it serves.

Appropriate responses to the individual stages of this dynamic process are often predicated on organizational strengths and weaknesses, which create their own market dynamics resulting in further opportunities and threats.

Students will have the opportunity to experience the challenges associated with the role of a strategic marketing decision-maker or marketing strategist. Placed in the role of a market strategist, students will learn to “read” and analyze marketplace activity, then formulate and recommend appropriate marketing initiatives and activities to maintain or re-assert target market integrity and loyalty.

The class will blend lecture style and an interactive format to provide a forum whereby students can offer their own ideas regarding concepts covered in class and learn to support these ideas.

## **COURSE OBJECTIVES:**

The specific objectives of this course are to:

- Develop an appreciation for the complex and dynamic nature of marketing strategy;
- Acquire an understanding of concepts, principles and analytic methods necessary to make effective marketing decisions and plans at a strategic level;
- Strengthen capabilities both to analyze diverse marketing issues and communicate the results of these analyses effectively;

- Apply strategic planning skills, and provide an opportunity to experience the basic product-management process, through the utilization of these precepts in a marketplace environment.

## **REQUIRED TEXT:**

Walker, Mullins, Boyd, Larreche, "*Marketing Strategy: A Decision-Focused Approach*", latest edition, Irwin McGraw Hill.

## **COURSE ASSIGNMENTS AND GRADE WEIGHTING**

<b>Assignment</b>	<b>Due Date</b>	<b>Grade Weight</b>
Topic presentation	Varies	20%
Detailed assessment	Mar. 2	20%
Applied project	April 13	30%
Midterm Exam	Mar. 2	30%

### **Topic Presentation (Group-based assignment) – 20% of overall grade**

Students will form teams of four members. Each team will prepare an in-class presentation on a topic from Terry O'Reilly's Under the Influence series for CBC, found at <http://www.cbc.ca/undertheinfluence>.

- Each presentation should be approx. 10 -15 minutes in length, plus 5 minutes of Q & A
- Teams will be formed during the Week 2 class, at which time a schedule for presentations will also be set.

*A written 3 page maximum summary is to be handed in before your presentation class starts.*

### **Detailed Assessment**

Teams will work on a marketing problem in an actual situation. The primary emphasis will be the identification of the customer, their preferences, and why and how they make decisions. Each situation will be developed based on the firms in question.

### **Applied Project**

A more in-depth focus will be taken on one aspect identified in the Detailed Assessment, above. The specifics of the project will be developed with each group, tailored to their project.

## **ASSIGNMENT DESCRIPTION:**

### Paper Format:

- Adherence to all academic standards and forms is expected. Of particular note are the use of the third person in all assignments, the proper citation of sources, and the expectation of proper spelling, grammar and simple arithmetic.
- All submissions are to use 12-point font, double-spaced.
- Page numbers are required – their use greatly assists in quickly determining missing pages

**Due Dates / Late Assignments:** All assignments are due at the beginning of class. Assignments turned in on the date due, but after the beginning of class, will be assessed a 10% late penalty. Anything turned in after the due date will not be accepted.

**Missing Exams:** Advance notice must be given when a student is unable to appear for an examination. Only duly authenticated bereavement and illness are admissible justifications for absence from a scheduled examination. Students with an admissible justification on missing the midterm will write a makeup examination.

### GRADING SYSTEM:

As per the most recent academic calendar, grades are assigned as follows:

<b>Excellent</b>	A+	90%-100%	<b>Satisfactory</b>	C+	67%-69.9%	<b>Failure</b>	F	0%-49.9%
	A	85%-89.9%		C	63%-66.9%			
	A-	80%-84.9%	<b>Marginal</b>	C-	60%-62.9%			
<b>Good</b>	B+	77%-79.9%		D+	57%-59.9%			
	B	73%-76.9%		D	53%-56.9%			
	B-	70%-72.9%		D-	50%-52.9%			

### COURSE SCHEDULE:

Date	Material Covered	Ch	Assignment
Jan 5	Overview Marketing Strategy Concepts	1	
Jan 12	Corporate Strategy Decisions Business Strategies	2 3	
Jan 19	Understanding Market Opportunities Measuring Market Opportunities	4 5	Article 1
Jan 26	Targeting Attractive Market Segments Differentiation and Positioning	6 7	Article 2

Feb 2	Midterm review and other course material		Article 3
Feb 9	No class		
<b>Feb 16-27</b>	<b>Spring break – UNBC closed</b>		
Mar. 2	Public Relations		Article 4
Mar. 9	<b>Midterm Exam</b>		Detailed Assessment due
Mar. 16	Marketing Strategies for New Market Entries Strategies for Growth Markets	8 9	
Mar. 23	Strategies for Mature and Declining Markets Emerging Concept – Tipping Point	10	Presentations 1-2
Mar. 30	Organizing and Planning for Effective Implementation Marketing Metrics for Marketing Performance	12 13	Presentations 3-4
Apr. 6	No class		
Apr. 13	Course review		<b>Applied project due</b>

## ARTICLES FOR REVIEW:

During the term, students will review articles for discussion in class.

Article 1 – Corporate Strategy

- a. Apple reboots into retail
- b. BC's grocery queen – part 1 and 2.

Article 2 – Market segmentation Halo

- Part 1: [www.youtube.com/watch?v=8bFBAyKQQkM](http://www.youtube.com/watch?v=8bFBAyKQQkM);
- Part 2: [www.youtube.com/watch?v=bYg1h3Z\\_Vf4](http://www.youtube.com/watch?v=bYg1h3Z_Vf4).

Article 3 – Symbols

- The Persuaders, [www.pbs.org/wgbh/pages/frontline/shows/persuaders/](http://www.pbs.org/wgbh/pages/frontline/shows/persuaders/)
  - (click on the link, “Watch the full program online”.)

Article 4 – Public Relations

- BP – An Accident waiting to happen

## ACADEMIC MISCONDUCT:

It is the student's responsibility to be aware of UNBC's Academic regulations, policies and procedures as described in the University calendar.

A definition of academic misconduct includes:

Cheating (using unauthorized material, information, or study aids in academic exercise), plagiarism, falsification of records, unauthorized possession of examinations, intimidation and any and all other actions that may improperly affect the evaluation of a student's academic performance or achievement, assisting others in any act, submission of the same work for grades in two courses without permission of the instructor or attempts to engage in such acts.

The regulations on plagiarism apply to all material submitted for a grade: essays, exams, assignments, cases, presentations, quizzes, and practice sets. Any case of suspected academic misconduct will be reported to the campus registrar. If the student is found guilty of academic misconduct there are both grade penalties and disciplinary penalties. Before there is any intention (on your part) or suspicion (on the part of your instructor or your peers) of wrongdoing, please see the instructor to discuss any problems of this nature. If your paper closely resembles a paper from this class or any other class (either written by you or another student, in this semester or any other), this will be considered an infraction of the academic misconduct code.

## **ETHICAL STANDARDS**

The following behaviors are considered unethical:

1. Telling the instructor that you "need" a certain grade.
2. Asking for extra assignments for the purpose of raising a grade.
3. Asking that the grade be raised because it is very close to the next higher grade.
4. Asking that the grade be raised because you did very well on one part of the course / grading scheme.
5. Asking for a higher grade because you don't like the grading scheme.
6. Asking to be allowed to turn in an assignment late - even a few minutes late - because of computer or **printer problems** or any other reason.
7. Asking to be treated better than other students by making an exception to the rules.
8. Asking for any other unfair advantage in grading.

## **DISABILITY SERVICES**

Any student in this course who, because of a disability, may need special academic accommodation are invited and encouraged to discuss this with me, or contact Disability Services located in room 7-103.

## **ACADEMIC ADVISING**

Please do not hesitate to contact your academic advisor as needed.