MKT 479: Strategic Marketing Management
Summer 2012

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Cases: Please directly download the cases listed below from Darden Business Publishing of the University of Virginia https://store.darden.virginia.edu/topic/marketing-business-case-studies site. The cases are Tata Nano (automobiles), Clos Du Val (wine) and Heinz Ketchup.

https://store.darden.virginia.edu/business-case-study/the-tata-nano-the-people-s-car-3357


Objectives

1. Challenge students to think strategically and to develop a comprehensive and universal understanding of marketing issues
2. Enable students to apply concepts learnt throughout their education to analyze real-life marketing situations facing managers
3. Empower students through real-life projects and cases, to solve marketing problems and to design an optimal strategic marketing map for businesses
4. Enhance student’ decision-making expertise through hands-on experience formulating, analyzing and recommending practical solution for a real company
5. Improve students capacity to develop and monitor marketing-mix variables through applying learnt concepts and theories in real-life projects and cases

Approach

Strategic marketing management is the capstone course in marketing implying that students attending the course have already competed all required and elective basic marketing and business courses in the field. The course takes an applied perspective integrating concepts and theories learnt into a strategic paradigm focusing on analysis and decision-making approaches to designing, developing and executing marketing decisions that best benefit the underlying business environment. Given the applied nature of the course, students must be prepared for in-class interaction rather than lecture and conduct both independent assignments as well as teamwork.
Assignments

Individual: Three cases are assigned and will be used for analysis throughout the semester. Each student will conduct the required case analysis independently and will deliver the necessary reports. Written case assignments (five), count for 35% of the grade.

Each student is expected to participate in case and project discussion in class. Participation counts for 15% of the grade. Ten percent of class participation score is my perception of your class activities.

Teamwork: Each team will be assigned to a company to provide marketing advice based on company’s requirement. Projects will be discussed on the first day of class. The project counts for 50% of the grade. Projects will be presented to the client, electronically or in person at the end of the summer session. Students will be given the chance to evaluate each teammate’s participation on the project. Project updates are due at the beginning of each class for class discussion.

Grading:
92-100: A; 90-91: A-; 88-89: B+; 82-87: B; 79-81: B-, 70-78: C

Case preparation guidelines

For the sake of consistency, please deliver the case analysis in the following format. Student’s name should be placed on the top of the first page. There is no need for an abstract or an executive summary.

Maximum length excluding charts, graphs, tables, figures, bibliography: 3 pages
Margins: 1 inch on all sides
Font: Times New Roman 12
Page number should be placed on the bottom of each page

Project preparation guidelines

All names should be placed on the first page. The project must include an executive summary no more than two pages, maximum length of the text is 25 pages and all else must be placed in the appendix.

Margins: 1 inch on all sides
Font: Times New Roman 12
Page number should be placed on the bottom of each page

Presentation should be prepared in MS-Powerpoint format. Clients might attend each presentation. All students should attend all presentations.

For both cases and the project, a hard copy must be delivered. The project must also be electronically submitted.
### Approximate Organization

**May**

23  Introduction, teaming up, course overview  Ch. 1  
24  Projects, company meeting set up  
    External & Customer Analysis  Ch. 2  
29  First case analysis due (individual), discussion  
30  Competitor analysis, Market & environmental analysis  Ch. 3, 4, 5  
31  First project update report due (one page) and discussion  

**June**

4   Second case analysis due (individual), discussion  
5, 6  internal analyses, competitive advantage & value creation  Ch. 6, 7, 8  
7   Second project update report due (two pages) and discussion  
11  Third case analysis due (individual), discussion  
12  Branding strategy  Ch. 9  
13  in-class case discussion  
14  Third project update report due (three pages) and discussion  

**June**

18  Fourth case analysis due (individual), discussion  
19  Growth Strategies  Ch. 10, 11, 12, 13  
20  in-class case discussion  
21  Fourth project update report due (four pages) and discussion  

**June**

25  Fifth case analysis due (individual), discussion  
26  Marketing-mix and marketing strategy  
27  in-class project presentations  
28  in-class project presentations  

**July**

2   Open consultation day  
3   Final project due, Presentations  
5   Final project due, Presentations
Project update guidelines

Objective. What does the company need from your team or what to do?
Methods. What are the potential methods to investigate the issues? How do those methods work?
Best way. Which research route will you take and why is that the best to address the company’s interest?
Apply. Apply the research method.
Results. Conduct research/study and develop a set of data results.
Analysis. Analyze the data and develop a comprehensive set of outcomes from the data.
Tests Calibrate your results—fine tune and ensure consistency.
Recommend. Provide a set of suggestions to the company.
Solution. Provide proof and convince the company that if implemented, the recommendations will solve the problem.