MKTG 479: Strategic Marketing Management  
Spring 2015  
Mondays and Wednesdays 12:00pm – 1:50pm

Instructor: Iana A. Castro, Ph.D.  
Office Hours: Mondays 2:00pm – 3:00pm, By Appointment  
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Course Materials

- Required: Course Packet  
- Required: Marketplace Business Simulator Student License (Online, Instructions Provided)  

Class Website

The website for this course is on the Blackboard system: http://blackboard.sdsu.edu/

Prerequisites

Students must have completed Marketing 371 and 470 and earned a grade of “C” or better in each class.

BSBA Program Goals

BSBA students will graduate being:
- Effective communicators  
- Critical thinkers  
- Able to analyze ethical problems  
- Global in their perspective  
- Knowledgeable about the essentials of business

MKTG 479 contributes to these goals through its student learning outcomes. Specifically, students will be able to:
1. Discuss the goals of marketing strategy as they pertain to strengthening brands.  
2. Identify strategic issues and alternative approaches to addressing these issues.  
3. Analyze how marketing decisions are influenced by forces in the external environment.  
4. Identify the core competencies and weaknesses of firms in the context of the strategic issue.  
5. Evaluate alternative solutions to marketing problems.  
6. Recommend marketing strategies that align forces in the external environment with the core competencies of the firm.

Objectives and Approach

The main objective of this course is to help you learn to think strategically and to better understand the application of marketing concepts to concerns that are common to marketing managers. As future managers, you will need to know how the marketing function operates. Furthermore, you will need to
know how marketing managers use marketing tools to work effectively and efficiently with other business functions to achieve marketing and company goals.

This course will focus on the following specific objectives:

- To improve your ability to make decisions under conditions of uncertainty, with incomplete or conflicting information.
- To further your understanding of the marketing mix variables (product, price, promotion, place/physical distribution) and their business application.
- To improve your verbal and written skills applicable to professional marketing management situations.
- To provide you with more insights into the “real world” of marketing management.
- To enhance your analytical, communication, and presentation skills.
- To expand your ability to work in teams.

Thus, the course includes knowledge of marketing as a business function—how people and organizations plan and execute that function—and “hands on” experience through assignments and projects that will help you learn to apply that knowledge.

**Grades**

Your course grade will be determined **entirely** by your performance on the exams and individual and group assignments. Therefore, I **cannot** adjust grades due to factors outside of the course (e.g. GPA trouble, work conflicts, personal problems, etc.).

**Exams**

- Exam 1 10%
- Exam 2 10%
- Exam 3 10%

**Individual Assignment**

- Marketing Research 10%
- Field Assignment 10%

**Participation** 10%

**Group Assignments**

- Case Write-Ups 10%
- Group Project 20%
- Simulation 20%

**Lectures and In-Class Applications**

Lectures will build on the terminology found in the text and provide students with a deeper understanding of important marketing concepts. PowerPoint presentations used in class will be available at the course BlackBoard site under Course Documents. You are encouraged to download them prior to class to facilitate note taking.

In-class applications will be comprised of group exercises, videos, articles and case analyses and will require your attendance and participation in order to fully understand the material, which may be included in the exams.
Examinations

There will be three exams during the semester, each worth 10% of your course grade. Exams will consist of a mixture of multiple choice, short answer, essay and case-based questions. Each exam will cover material from the text, lectures, group exercises, assignments, and class discussions. You are responsible for all of the material presented in the reading assignments, even if they are not discussed in class. Make-up exams will be given at the discretion of the instructor. However, no make-up exams will be given unless the student notifies the instructor in advance with a documented university-approved excuse.

Group Assignments

Marketing Simulation

You will be participating in an online marketing simulation to further illustrate real-world marketing principles. Working in teams, you will build an entrepreneurial firm, experiment with strategies, compete with other participants in a virtual business world filled with tactical detail, and struggle with business fundamentals and the interplay among marketing, manufacturing, logistics, human resources, finance, accounting, and team management. You will take control of an enterprise and manage its operations through several decision cycles. Repeatedly, you will analyze a situation, plan a strategy to improve it, and then execute that strategy out into the future.

I will provide instructions on how to access the simulation. The simulation will comprise 20% of your course grade and the simulation grade will be based on your actual performance in the simulation and a presentation. There will be eight required decision periods. In addition to discussing the simulation in class, a number of handouts will be provided to help you understand the intricacies of the simulation, the grading procedure and the requirements for the presentation.

Group Project (Paper and Presentation)

An in-depth handout detailing the group project will be distributed and will also be placed on the class website. Students will form teams of approximately five people. Teams for all practical purposes represent a “brand consulting team” for a chosen brand and will provide a review of the marketing program that supports the brand as well as recommendations for that brand’s parent company.

Over the course of the semester, each team will be assigned five team research projects. These assignments are intended to support your research and data collection efforts for the group project (paper and presentation), which will be due at the end of the semester.

The group project will account for 20% of your course grade.

Case Write-Ups

You will be reading, discussing and formulating responses to questions for business cases during the course of the semester. Cases will account for 10% of your course grade.

Late Assignments Policy

All assignments are due at the beginning of class on the due date (unless otherwise stated). Five percentage points will be taken off for assignments turned in during the class period. Ten percentage points will be taken off for assignments turned in after class on the due date and ten percentage points will be taken off each additional day that the assignment is late.
Re-Grade Policy

If you strongly feel that your test/assignment was misunderstood or graded incorrectly, then I will re-grade the entire test/assignment. Re-grade requests must be submitted in writing within five days of the assignment’s return to students. Your grade may go up, or it may go down. Of course, if there is a mathematical error, then I will correct it. I will re-grade a maximum of two assignments per student/group per semester.

Academic Integrity

The SDSU Honor Code will be strictly enforced. For additional information, please review the SDSU Senate Policy File, available from the Center for Student Rights and Responsibilities. If you have any questions regarding the definition of allowable behavior, it is your responsibility to ask for clarification prior to engaging in the collaboration. Academic integrity violations will result in an “F” in the course.

Professional Behavior

1. Attendance: Students are expected to attend each class session.
2. Punctuality: Students are expected to arrive and be seated prior to the start of each class session.
3. Behavior: Classroom interaction will be conducted in a spirited manner but always while displaying professional courtesy and personal respect.
4. Preparation: Students are expected to complete the readings, case preparations and other assignments prior to each class session and to be prepared to actively participate in class discussion.
5. Distractions:
   a. Exiting and Entering: Students are expected to remain in the classroom for the duration of the class session unless an urgent need arises or prior arrangements have been made with the professor.
   b. Laptops, Cellular Phones, and Other Electronic Device Usage: The use of laptops, cellular phones, or other electronic devices is not permitted during lectures.

Amendments

I reserve the right to make changes to the course syllabus or course schedule at any time during the semester. Students will be notified of changes either in class, via email, and/or through Blackboard announcements.

Department Policy

Any student whose name is on the initial class roster and who fails to attend class for at least one of the first two class meetings may be administratively dropped from the course. Another student will fill the resulting opening in the class roster.

Disabilities

If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact Student Disability Services at (619) 594-6473. To avoid any delay in the receipt of your accommodations, you should contact Student Disability Services as soon as possible. Please note that accommodations are not retroactive, and that accommodations based upon disability cannot be
provided until you have presented your instructor with an accommodation letter from Student Disability Services. Your cooperation is appreciated.

Problems
I encourage you to make an appointment to see me if you incur any difficulties with MKTG 479 – but please approach me early in the problem so that we can work together to create the opportunities for you to succeed. If you wait until the end of the semester, it may be too late to take any effective action.