2012

600-94 Marketing Strategy

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XAVIER UNIVERSITY
Department of Marketing
Williams College of Business

MARKETING STRATEGY
MKTG 600 – Summer 2012
Tuesday/Thursday 6:00 pm – 9:15 pm Room G29 SMITH

Professor: Dr. Mee-Shew Cheung
Office Phone: 745-3058
Office: 326 Smith Hall
Email: Cheungm@xavier.edu
Office Hours: By appointment

Williams College of Business Mission Statement
We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition.

Course Description
The course should be viewed as an advanced marketing course that provides students with solid experience in how firms use market-driven approaches to strategy to enhance the present and future success of the business.

- The concept of market-driven strategy development is introduced and exemplified. Key success factors and major trends in today’s business environment are discussed, with a focus on how these elements impact future market planning and strategy execution,
- Students will learn how to decide which market and competitive factors are most likely to affect a business, how you can gauge the level of impact of the factors on the business, and what effect the competitive landscape is likely to have on the business’ future.
- The art of creative thinking for market-driven strategy development is exemplified throughout the course. Simple knowledge of the trends that may impact a business is of limited use unless a manager can ‘break out of the box’ as a thinker and planner, and engage in truly creative market analysis and decision making for the future.

Instructional Procedures and Activities
The course is structured around lectures, readings, case analyses, discussions, and special topics by guest speakers.

Students are expected to be able to function independently, and at the same time be active participants in group activities.

This type of course requires that each week every student comes to class fully prepared to discuss the material that is relevant for that class period. In order to succeed in this class format, each student must be willing to contribute his/her ideas to the class discussions.
Instructional Materials


Harvard Business School Cases & articles to be purchased by the students. See Appendix A.

Other articles/reading materials will be provided by the instructor.

Grading and Performance Evaluation

Students will be evaluated on how well the course objectives are met as evidenced by the following components:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>HBS Group Case Analysis (100 x 2)</td>
<td>200</td>
</tr>
<tr>
<td>HBS Group Case Presentation &amp; Defense (50 x 1)</td>
<td>50</td>
</tr>
<tr>
<td>HBS Group Case Critique (50 x 1)</td>
<td>50</td>
</tr>
<tr>
<td>Final Exam</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>400</td>
</tr>
</tbody>
</table>

HBS Case Analysis (Group Assignment)

Three HBS cases will be assigned throughout the semester. Students are required to work on two cases in groups.

See Appendix B for details and guidelines.

Final Exam

The final exam is a take-home group exam.

See Appendix C for details and guidelines.

Course Policies

Grade Computation

Your grade in this class is based on a combination of individual and team related work. You must perform at a high level in both areas to receive an ‘A’.

It is expected that every member of a team will participate fully and equally in the analysis, preparation, and delivery of each group assignment. You will have the opportunity to do a peer evaluation related to these team assignments. I pay full attention to this in grading the group assignments. There will be an overall score for each group. Your individual score will be adjusted, if needed, based on your team members’ peer evaluation at the end.
Grading Policy

Grades are reported as follows:

A: indicates consistently excellent work
B: indicates work of the quality normally expected of an MBA student
C: indicates work that is below the quality expected of an MBA student
F: indicates work that is unacceptable from an MBA student
I: Incomplete indicates that the student and instructor have agreed that outstanding work will be completed and the grade changed to A, B, C or F by the mid-term point of the following term.

Grades A, B, C may be modified by a plus or minus as appropriate, following this scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93 - 100%</td>
</tr>
<tr>
<td>A-</td>
<td>90 – 92.9%</td>
</tr>
<tr>
<td>B+</td>
<td>87 - 89.9%</td>
</tr>
<tr>
<td>B</td>
<td>83 – 86.9%</td>
</tr>
<tr>
<td>B-</td>
<td>80 – 82.9%</td>
</tr>
<tr>
<td>C</td>
<td>70 – 79.9%</td>
</tr>
<tr>
<td>D</td>
<td>60 - 69.9%</td>
</tr>
<tr>
<td>F</td>
<td>Below 60%</td>
</tr>
</tbody>
</table>

Email Communications – all announcements by the instructor will be sent to students’ email account with Xavier. Students are advised to check their Xavier email account at least once a day.

Academic Integrity - I expect my students to operate with the highest levels of ethics and integrity. The University’s Academic Honesty Policy will be followed for all exams and assignments. Academic dishonesty will not be tolerated.

Assistance - Any student with a disability who needs accommodation or other assistance in this course should make an appointment to speak with the instructor as soon as possible.

* The instructor reserves the rights to make changes to the syllabus.