



**Fermanian School of Business
 Master of Business Administration
 BUS 6055: Strategic Marketing for Impact
 3 Units - Spring 2026**

<i>Meeting days:</i> Online	<i>Instructor:</i> Christina Kalberg, DBA
<i>Meeting times:</i> Weekly for 8 weeks	<i>Phone:</i> Mobile: (760) 532-4849
<i>Meeting location:</i> Canvas	<i>Email:</i> ckalberg@pointloma.edu
On Campus Office Hours <i>You are welcome at my office on the coast campus. Fermanian School of Business 126</i>	<i>Mission Valley Office Hours: By appointment only.</i>

**PLNU Mission
 To Teach ~ To Shape ~ To Send**

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

**Fermanian School of Business Mission
 Character – Professionalism – Excellence – Relationships – Commitment – Innovation**

As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice.

COURSE DESCRIPTION

This course provides an overview of marketing in a market-oriented and socially responsible firm. The focus is on essential marketing values, attitudes and practices needed by successful managers in every function within an organization. The perspective taken is on the philosophies and processes for marketing decision-making required by an organization to fulfill both the economic and the social goals. Topics include market analysis, marketing strategy and the execution of an effective marketing plan. The integration of financial, social, and marketing metrics to measure performance are highlighted.

STUDENT LEARNING OUTCOMES FOR THIS COURSE

Upon completion of this course, students will be able to:

1. Explain the fundamentals of marketing concepts and strategy (PLO 1).
2. Interpret the customer, competitor, organizational, and environmental influences on strategic marketing decisions (PLO 3).
3. Manage the marketing functions in an applied project (PLO 3).
4. Support ideas and present information clearly through effective communication (PLO 6).
5. Collaborate as an effective team member when making strategic marketing decisions (PLO 7).

COURSE CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3 unit class delivered over 8 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request.

TEXTBOOK AND OTHER LEARNING RESOURCES

Required Material

1. Kotler, Philip, Kevin Lane Keller & Alexander Chernev. (2022). *Marketing Management*, (16th ed.). Pearson. ISBN-13: 9780135887158. Here is a link for the e-textbook:
<https://www.pearson.com/store/p/marketing-management/P100003054015/9780137344161>
2. Kalberg, C. (2025). *GenAI Essentials*. (1st ed.). Stukent. This course uses digital courseware. Once you sign into Canvas and select the course, there will be a Stukent button on the left-hand side navigation bar. There you will click on the button and Launch into Stukent where you will register for the course and gain free access to the textbook and Simternship.

ASSIGNMENTS

- 1) **Bidwell Case Study** (35 points total): Each student will individually answer the questions provided for this case study. This assignment is intended to gain a baseline understanding of the class's perspective on marketing strategy and begin developing critical thinking as it relates to this course topic.
- 2) **Intro: What is your Why?** (15 points total): Simon Sinek, an author and inspirational speaker, is known for his unconventional views on leadership and business. He's best known for popularizing the concept of "WHY" in his 2009 TED Talk, which explores how great leaders inspire action by prioritizing purpose over product. His core philosophy is that belief and purpose are the key drivers of loyalty and inspiration for both consumers and employees. Interestingly, he also found that the most successful marketers communicate the brand's "Why" instead of how and what it does. This relates to your personal why because it's how we connect at the deepest level with other humans. You are going to develop your personal why and share it with us as a formal introduction.
- 3) **Video Lectures** (8; 15 points each): Students will respond to the questions posed by the instructor in each video lecture and then post a comment that contains the following:
 - What are the BIG points being made in the chapter?
 - How does it compare and contrast with your view of marketing management?
 - What is the TAKE AWAY that should inform marketing management in the future?
- 4) **GenAI Simternship™ Rounds** (3; 20 pts each): Using generative AI (GenAI) responsibly and ethically is a core function in marketing today. In this course, you are going to learn how GenAI is used responsibly and ethically in a variety of industries, while connecting it back to how marketers should be developing the skill ethically and responsibly.

- 5) **Firm/SBU Application Project & Conference Presentation Personal Assessments** (30 points total): Each student is required to complete confidential, critiques of their own performance. Students will submit one assessment for the Firm/SBU Application Project and one for the Conference Presentation.
- 6) **Exam** (150 points total) There will be one exam in this class and it is based on the content covered. The exam will be essay questions based on a case provided by the professor.
- 7) **Firm/SBU Application Assignments** (7; 50 points total) There are seven homework assignments linked to the Firm/SBU Application Paper. The goal of the homework is to build specific marketing analysis aligned to the firm that you are reviewing for the Firm/SBU Application Presentation.
- 8) **Firm/SBU Application Project Presentation** (100 pts.): Each student will be grouped with other students of their choice and together the team will select a firm to directly work with to come up with a comprehensive plan to achieve a specific marketing objective.

Your task is to apply the various lessons of the course to an analysis of a specific firm. The “firm” may be a small business, corporation or nonprofit. It may be a firm that you work for or are doing an internship/co-op with. The information about the firm must be accessible to you through a person at the firm who is willing to work with you and from other secondary/primary sources. Make sure to cite your sources properly in APA Style.

Firm/SBU Application Project Assignment Requirements:

Submit a comprehensive marketing plan and report to management through weekly assignments. **Write it as if you are submitting to an owner, marketing manager or Chief Marketing Officer for consideration.** Use a communication style that you think will be well received by the recipient. This means that each paper should be professionally written. Speak to and present for the practical interests of the marketing management team.

The deliverables are broken into the following pieces and must provide the following.

- a) After research and collaboration with the site official, what is the SMART Marketing Objective? What is the marketing outcome that needs to be achieved?
 - b) After research and collaboration with the site official, what is the **analysis** that builds context for your marketing recommendations?
 - c) What are your recommendations to marketing management for improvements to the marketing efforts that will achieve the specific marketing objective?
 - d) What is the integrated communications plan that will achieve the SMART Marketing Objective? See the Instructions to ensure you include a comprehensive plan.
 - e) What is the projected ROI of your proposal? Sell it.
- 9) **Firm/SBU Application Project & Conference Presentation Peer Evaluations** (40 points total): Team members will be required to complete confidential, critiques of each team member’s performance. Peer Evaluations must be submitted by each team member. Students will submit one peer evaluation for the Firm/SBU Application Project and one for the Conference Presentation.
 - 10) **Marketing Management Association Conference Presentation** (100 points) Teams of students will develop a presentation for the Marketing Management Association conference that is based on the topics covered in the *GenAI Essentials* textbook. Pre-selected topics are listed in course calendar.

Assessment and feedback will be provided for content and presentation. A portion of the presentation grade will be for individual presentation performance.

For this assignment, become the expert on the selected topic and figure out the best way to present at an industry conference about the topic. Make sure the following aspects are included:

- Define the topic and relate it to the overall course content.
- Include a real-world application in marketing. For example, has the subject been in the news recently? Are any companies doing an exemplary work in this area? Can you interview an expert? Are there great videos available on the topic? Are there any outstanding resources to share?
- The presentation is recorded and should be up to 20 minutes in length.
- You must include 2-3 discussion questions throughout the recorded presentation to engage students on your topic.

ASSESSMENT ACTIVITIES

Individual Work:

Bidwell Case Study	35
Conference Presentation Personal Assessment	15
Firm/SBU Personal Assessment	15
Video Lectures (8; 15 pts each)	120
Intro (What is Your Why?)	15
GenAI Simternship™ Rounds (3; 20 pts each)	60
Exam	<u>150</u>
	<u>410</u>

Group Work:

Conference Presentation	100
Conference Presentation Peer Evaluation	20
Firm/SBU Application Homework (7; 50 points total)	350
Firm/SBU Application Presentation	100
Firm/SBU Peer Evaluation	<u>20</u>
	<u>605</u>

Total Course Points: 1,000

Grading Scale:

A: 93– 100%	B+: 87- 89.9%	C+: 77 – 79.%	D+: 67 – 69.9%	F: 0 – 59.9%
A-: 90– 92.9%	B: 83– 86.9%	C: 73 – 76.9%	D: 63 – 66.9%	
	B-: 80 – 82.9%	C-: 70 – 72.9%	D-: 60 – 62.9%	

LATE ASSIGNMENTS

Late assignments will receive a zero. ALL assignments must be submitted on Canvas.

INCOMPLETES

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Incompletes will only be assigned under extremely unusual circumstances.

ARTIFICIAL INTELLIGENCE (AI) POLICY

You are allowed to use alternative sources of intelligence (AI) tools (e.g., ChatGPT, iA Writer, Gemini, etc.) in this course for brainstorming and idea generation. You may NOT use AI on exams in this course or cite AI as a source for any research or evidence-based work. Follow the professor’s verification process outlined below when using AI to help you find information to include in your marketing efforts:

1. Cross-reference it by searching for the same information on sources like Google or Google Scholar. Find two or more sources that contain the same piece of information.
2. Establish the credibility of each source in step 1. To do so, check who else is citing the source (at least one other) and determine whether the information is current (within the past 12 months).
3. Follow Google’s E-EAT guidelines (experience, expertise, authority, and trustworthiness). Provide at least two additional sources that establishes the company as an authority on the piece of information based on points 1 and 2 above. Cite both sources using APA 7th edition in-text and reference guidelines.

Any work that utilizes AI-based tools must be clearly cited per APA 7th edition guidelines. Here is an example of proper a citation:

OpenAI. (2025). *ChatGPT* (version 4.0) [Large language model]. Retrieved from <https://chat.openai.com/chat>.

Plagiarism is defined as using or taking credit for someone or something else’s work without permission or acknowledgment. If you use AI tools to generate work in this course and do not properly cite it then it is considered plagiarism and will be reported to the university as an Academic Integrity violation. In addition to reporting plagiarism to the university, students who use AI to generate work and do not properly cite it will receive a zero on the assignment submitted.

Students must provide a copy of the AI-generated work along with the proper citation. *The AI-generated work is not sufficient.* You must “own” the work by making revisions that align with the specific assignment objective(s) and it must be clear that your final submission is uniquely your “own” work. Credit will not be given for work that is AI-generated, without evidence of your “human touch.”

Lastly, you may not copy and paste anything from the textbook used in this course and upload it into an AI tool. That is copyright infringement and will be dealt with as an academic honesty integrity violation.

SPIRITUAL CARE

PLNU strives to be a place where you grow as a whole person. To this end, we provide resources for our Graduate students to encounter God and grow in their Christian faith. At the Mission Valley (MV) campus we have an onsite chaplain who is available during class break times across the week. If you have questions for or

a desire to meet or share any prayer requests with the onsite chaplain, you may email Dr. Sylvia Cortez Masyuk at scortezm@pointloma.edu.

In addition, on the MV campus there is a prayer chapel on the third floor. It is open for use as a space set apart for quiet reflection and prayer.

LANGUAGE AND BELONGING

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

If you (or someone you know) have experienced other forms of discrimination, you can find more information on reporting and resources at www.pointloma.edu/nondiscrimination.

SEXUAL MISCONDUCT AND DISCRIMINATION

In support of a safe learning environment, if you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that accommodations and resources are available through the Title IX Office at pointloma.edu/Title-IX. Please be aware that under Title IX of the Education Amendments of 1972, faculty and staff are required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at counselingservices@pointloma.edu or find a list of campus pastors at pointloma.edu/title-ix or as shown in the PLNU Spiritual Care section of this syllabus.

If you (or someone you know) have experienced other forms of discrimination or bias, you can find more information on reporting and resources at www.pointloma.edu/bias

GPS ACADEMIC RESOURCES

PLNU offers the following free academic resources virtually for Graduate Professional Studies (GPS) Students. Visit myPLNU through the links below for more information.

- [The GPS Writing Center](#) offers:
 - **Zoom Writers Workshops** offered each quad on a variety of helpful topics

- **One-to-one appointments** with the Writing Coach
- **Microlearning YouTube Video Library** for helpful tips anytime
- **[Research Help Guide](#)** to help you start your research
- The physical office is located on the third floor of the **[Mission Valley Regional Center](#)** off the student lounge
- **[Academic Writing Resources Course](#)**: Found on your Canvas Dashboard, this course is non-credit with 24/7 access, no time limits, and self-paced content. **[Watch a quick video run-through](#)** and take time now to explore!
- **[Grammarly](#)**: Students have unlimited FREE access to Grammarly for Education, a trusted tool designed to help enhance writing skills by providing real-time feedback, identifying areas for improvement, and providing suggestions. Grammarly’s Generative AI is NOT available with our student accounts.
- **[Tutoring](#)**: Students have access to 24/7 live or scheduled subject tutoring through Tutor.com, including a Paper Drop-Off Service with feedback within 12 hours.

We are here to support you! Contact us anytime: GPSWritingCenter@pointloma.edu

NOTE: The following policies are to be used without changes:

STATE AUTHORIZATION

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student’s responsibility to notify the institution of any change in his or her physical location. Refer to the map on [State Authorization](#) to view which states allow distance education outside of California.

PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU RECORDING NOTIFICATION

In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel.

Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or

examination, or, depending on the seriousness of the offense, for the course. For all student appeals, faculty and students should follow the procedures outlined in the University Catalog. See [Graduate Academic and General Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

During the first week of class, you will be asked to submit an Academic Honesty Verification Statement. Submitting the statement is a requirement of this course. By submitting the Academic Honesty Verification Statement, you will be verifying all assignments completed in this course were completed by you. Carefully review the Academic Honesty Statement below.

Statement: "In submitting this form, I am verifying all the assignments in this course will be completed by me and will be my own work."

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities in accordance with the Americans with Disabilities Act (ADA). Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2533). Once a student's eligibility for an accommodation has been determined, the EAC will work with the student to create an Accommodation Plan (AP) that outlines allowed accommodations. Professors are able to view a student's approved accommodations through Accommodate.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course. Accommodations are not retroactive so clarifying with the professor at the outset is one of the best ways to promote positive academic outcomes.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC. Students cannot assume that because they had accommodations in the past, their eligibility at PLNU is automatic. All determinations at PLNU must go through the EAC process. This is to protect the privacy of students with disabilities who may not want to disclose this information and are not asking for any accommodations.

COURSE MODALITY DEFINITIONS

1. Online Courses: These are courses with class meetings where all instruction and interaction is fully online.
 - a. Synchronous Courses: At least one class meeting takes place at a designated time.
 - b. Asynchronous Courses: All class meetings are asynchronous.
2. Hybrid Courses: These are courses with class meetings that take place both in the classroom and online synchronously and/or asynchronously.
3. In-Person Courses: These are courses that meet in person with the instructor and students in a physical classroom setting. With approval by the area dean, this may include up to 25% of qualified class interactions through a Learning Management System (such as Canvas).

PLNU ATTENDANCE AND PARTICIPATION POLICY

This course is fully asynchronous. The following is a description of the PLNU attendance and participation policy for this course. Refer to [Academic Policies](#) for additional detail.

Online Asynchronous Attendance/Participation Definition

Students taking online courses with no specific scheduled meeting times are expected to actively engage throughout each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes, but is not limited to:

- Engaging in an online discussion
- Submitting an assignment
- Taking an exam
- Participating in online labs
- Initiating contact with faculty member within the learning management system to discuss course content

Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.

USE OF TECHNOLOGY

In order to be successful in the online or hybrid environment, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](#) information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use. Please note that any course with online proctored exams requires a computer with a camera (tablets are not compatible) to complete exams online.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination **on its scheduled day**. No requests for early examinations or alternative days will be approved.

COURSE SCHEDULE AND ASSIGNMENTS

Week	Topics & Activities	Reading/Discussions	Homework/Assignments Due
1 1/12	Chapter 1 <i>Defining Marketing for the New Realities</i> Chapter 2 <i>Marketing Planning and Management</i>	Review the course material on Canvas and read the syllabus Read Kotler Chapters 1 & 2 Comment on video lecture	Intro: What is your Why? Bidwell Case Study SBU/Firm Project Assignment #1 Conference Presentation #1
2 1/19	Chapters 3 and 4 <i>Analyzing Consumer and Business Markets</i>	Read Kotler Chapters 3 & 4 Comment on video lecture	SBU/Firm Project Assignment #2 Conference Presentation #2
3 1/26	Chapter 5 <i>Conducting Marketing Research</i> Chapter 6 <i>Identifying Market Segments & Targets</i>	Read Kotler Chapters 5 & 6 Comment on video lecture	SBU/Firm Project Assignment #3 Conference Presentation #3
4 2/2	Chapter 7 <i>Crafting the Brand Positioning</i>	Read Kotler Chapters 7 & 8	SBU/Firm Project Assignment #4

	Chapter 8 <i>Designing Value and Branding</i>	Comment on video lecture	Conference Presentation #4 Simternship™ Round 1
5 2/9	Chapters 10, 12, 13 and 14 <i>Communicating Value</i>	Read Kotler Chapters 10, 12, 13, and 14 Comment on video lecture	SBU/Firm Project Assignment #5 Conference Presentation #5 Simternship™ Round 2
6 2/16	Chapter 15 <i>Delivering Value: Designing & Managing Integrated Marketing Channels</i> Chapter 17 <i>Managing Growth</i>	Read Kotler Chapters 15 & 17 Comment on video lecture	SBU/Firm Project Assignment #6 Conference Presentation #6 Simternship™ Round 3
7 2/23	Chapter 19 <i>Building Customer Loyalty</i>	Read Kotler Chapter 19 Comment on video lecture	SBU/Firm Project Assignment #7 Conference Presentation #7
8 3/2	Exam – Kotler et al	Comment on video lecture for GenAI	SBU/Firm Final Presentation SBU/Firm Peer Evaluation & Personal Assessment