

**Fermanian School of Business
Point Loma Nazarene University
MKT 4060 — Marketing Strategy 3 Units
Spring 2021**

<i>Meeting days:</i> Tuesday and Thursday	<i>Instructor:</i> Dr. Michael Wiese
<i>Meeting times:</i> 9:30-10:45 Face-to-face in outdoor classroom with all students present in the classroom unless approved by PLNU for remote learning. Zoom will be used.	<i>Phone:</i> Office: (619) 849-3268 Mobile: (765) 425-0955
<i>Meeting location:</i> Outdoor parking facility classroom Hill 3	<i>Email:</i> mwiese@pointloma.edu
On Campus Office Hours: FSB 129 Monday-Thursday: 1-3 Friday: 10-noon Or by appointment	Optional Text: The Organic Growth Playbook (OGP): Activate High Yield Behaviors to Achieve Extraordinary Results, Jaworski and Lurie, 2018.
Final Exam Period: Thursday, June 10, 10:30-1:00	

**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.

MARKETING PROGRAM FRAMEWORK

The Marketing Advisory Board (MAB) informs the Point Loma Nazarene marketing program. This group of local marketing professionals are active with the professor to shape this course. This course will give you exposure to most of the steps in this process. UCAM...**YOU- can!**

- Uncover market need/problem/opportunity
- Connect insights to the market need/problem/opportunity
- Activate solutions
- Measure results

COURSE DESCRIPTION

This course is designed as a capstone course in the Marketing major to develop skills in strategic marketing management. Various “lab” experiences and client work provides practical ability to uncover a market/societal problem and need, connect insights to achieve a marketing objective, activation of appropriate marketing

strategy and tactics, and the measurement of results. Special emphasis will be given to market analysis and marketing strategy formation, marketing ethics and social responsibility, and career development in marketing.

COURSE LEARNING OBJECTIVES FOR THIS COURSE

- A. Exhibit an understanding of the fundamentals of marketing philosophy, strategy and tactics (PLO1 & G1)
- B. Conduct a situation analysis, customer analysis and competitive analysis (PLO 2, G1 & G2)
- C. Execute the fundamentals of marketing philosophy, strategy and tactics in the development of a marketing strategy (PLO 2 & G2)
- D. Critique a firm's marketing strategy and make recommendations for improvement (PLO 2 & G2)
- E. Analyze the ethical and social impacts of marketing strategies (PLO 4).
- F. Collaborate effectively in teams in the preparation and presentation of a marketing plan (CLO 3 & 5)

POLICIES AND PROCEDURES

INCOMPLETES AND LATE ASSIGNMENTS

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 in extremely unusual circumstances.

SPIRITUAL CARE

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

If students have questions, a desire to meet with the chaplain or have prayer requests you can contact the [Office of Spiritual Development](#)

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 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. Faculty should follow and students may appeal using the procedure in the university Catalog. See Academic Policies in the PLNU Catalog for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center. (DRC@pointloma.edu or 619-849-2486). The DRC's policies and procedures for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the Rehabilitation Act and the

Americans with Disabilities Act. Section 504 (a) prohibits discrimination against students with special needs and guarantees all qualified students equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses. If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all **synchronous** class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions (virtual or face-to-face), the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. In some courses, a portion of the credit hour content will be delivered **asynchronously** and attendance will be determined by submitting the assignments by the posted due dates. See Academic Policies in the Academic Catalog. If absences exceed these limits but are due to university excused health issues, an exception will be granted.

Asynchronous Attendance/Participation Definition

A day of attendance in asynchronous content is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards will result in an absence for that day. Instructors will determine how many asynchronous attendance days are required each week.

At Point Loma Nazarene University, attendance is required at all scheduled classes. Hybrid format means some class meetings will be face-to-face and some will be online. Attendance in the face-to-face classes is to be for the entire time of the class. Arriving late or leaving early will be considered a partial absence. A day of attendance in an online class is determined as contributing a substantive note, assignment, discussion, or submission that adds value to the course as determined by the instructor. Three days of attendance are required each week.

Regular and punctual attendance at all classes is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class meetings, the faculty member can file a written report which may result in de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. See Academic Policies in the Academic Catalog for additional detail.

USE OF TECHNOLOGY

In order to be successful, 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 compatible with their computer available to use. If a student is in need of technological resources please contact student-tech-request@pointloma.edu.

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 participating in the Marketing Advisory Board review session on the **scheduled day for finals**.

2) ASSESSMENT ACTIVITIES AND ASSIGNMENTS

Point Distribution

Marketing Content Exam	50
Two Marketing Strategy Quizzes (50 points each)	100
Marketing Portfolio	200
Portfolio Presentation	50
Participation/MAB Session	100
In-Class Activities/Labs/Attendance/Participation	150
Firm Application Paper (Signature Assignment)	<u>200</u>
Total Course Points:	850

Grading Scale

A: 93 – 100%	B+: 87 – 89%	C+: 78 – 79%	D+: 68 – 69%	F: 0 – 59%
A-: 90 – 92%	B: 83 – 86%	C: 73 – 77%	D: 63 – 67%	
	B-: 80 – 82%	C-: 70 – 72%	D-: 60 – 62%	

a. Required Assignments

- 1) **Marketing Content Exam (50 points):** All marketing majors are required to demonstrate knowledge of material expected of persons who graduate with a major in marketing. You are required to take a department exam that will be administered by the Fermanian School of Business (FSB) as a requirement in Marketing Strategy. But, the exam will test your knowledge of material beyond that presented in this course.

An exam day and time will be scheduled and communicated by Lauren Marshall, the Administrative Assistant to the Dean of the Fermanian School of Business. After the exam is administered, a grading scale will be developed by the FSB and points will be assigned depending on your performance on the exam. A total of 50 points is possible. It is imperative that you take this exam seriously and do your best. A poor score, relative to your peers, will result in a score significantly less than 50 points.

MKT 4060 - Marketing Majors: The dates for the major-specific exit exams will be announced.

- 2) **Marketing Quizzes:** Two quizzes will focus on marketing strategy theory. One will be on the Traditional model and the second on the Organic Growth Playbook. Each quiz is worth 50 points and will be short-answer, objective and/or essay.
- 3) **Portfolio Submission (Portfolio 200 points):** Students will build a professional marketing portfolio to present student work. The portfolio needs to communicate a personal brand and provide evidences of quality professional work that aligns with that personal brand story. The portfolio can be presented in hardcopy or digital formats (website, Portfolium, LinkedIn, etc.). Portfolios will be submitted for evaluation and available to present to a member of the Marketing Advisory Board.

The portfolio cannot be a simple minor rework of the website submitted in BUS 3013, Administrative Communication.

- 4) **Portfolio Presentation and Marketing Advisory Board Review:** Each student will give a presentation of the marketing portfolio for evaluation and critique. Additionally, each student will share the portfolio for review by a member of the PLNU Marketing Advisory Board.

5) **In-class Activities/Lab Application (up to 100 points):** There will be various activities in class that will count for points. These include activities related to guest speakers, application of the textbook material and other in-class learning experiences. Attendance/participation during guest speakers and labs will be important. Attendance is required to earn these points (remote attendance is permissible for students approved for remote learning).

6) **Firm Application Paper-(Signature Assignment) (200 points):**

Learning Objective: Apply marketing knowledge and concepts in the analysis of a marketing strategy.

You will identify a firm for analysis and apply specific course content to examine the marketing strategy of the firm, name the strategy, define the capabilities producing a sustainable competitive advantage, analyze the marketing mix and make specific recommendations to improve the execution of the marketing strategy.

Write the paper as if it is being presented to the Chief Marketing Officer of the firm. As such, make sure it is well written, visually engaging, relevant to the Key Performance Indicators (KPIs) and succinct. The paper should be approximately five pages long.

The specific elements must be considered: **USE THE FOLLOWING HEADERS TO DEFINE EACH SECTION AND SUBHEADS FOR EACH COMPONENT.**

Definition of the Strategy: The strategy elements are clearly articulated and reflect application of material in *course material and/or The Organic Growth Model*. Consider the following: target market, strategy, the source of sustainable competitive advantage and the articulation of the customer value proposition in the marketing strategy. Cite the specific strategy being employed. This can be done by referring to the Porter Generic Model or the Organic Growth Playbook. Be explicit about your marketing strategy.

Analysis of Marketing Mix: A logical analysis of the product/service/experience (customer value proposition), place (convenience), price (cost) and promotion (communication) execution of the defined strategy is presented. How does what is being done now align with the effective execution of the marketing strategy?

Recommendations to Management: In light of the analysis, specific recommendations are offered that follow the logic of the analysis. Make at least two recommendations.

Marketing 4060 – Marketing Strategy: Tentative Class Calendar – Spring 2021

DATE LEARNING ACTIVITY

Week One

3/2 Course Introduction
3/4 Marketing Philosophy

Week Two

(Marketing Club meeting on Monday, March 8 at 4:00 for a Zoom session with [Dr. Ray Sylvester](#)-Internationally known expert on Personal Branding)

3/9 **Personal Branding Lab Day: Personal Brand-Using Clifton Strengths with [Rev. Gayle Wiese](#)**
3/11 **Guest Speaker-[Dr. Anna Stumpf](#), Social Media expert from Ball State University**

Week Three

3/16 UCAM Case
3/18 Market Plan: Situation Analysis
Declare your Firm Application Paper company selection

Week Four

3/23 Market Plan-Customer Analysis and Competitive Analysis
3/25 Market Plan-Marketing Strategy and Competitive Advantage

Week Five

3/30 **Marketing Strategy Lab-[Rick Bravo](#) of HP**
4/1 **Marketing Strategy I Quiz**

Week Six

4/6 Marketing Plan and Tactics
4/8 **Guest Speaker-[Adam Wiese](#), VP of Strategy for Giant Spoon/Los Angeles**

Week Seven

4/13 Organic Playbook
4/15 Organic Playbook

DUE: Firm Application Paper-Submit on Canvas by 5:00pm on April 18.

Week Eight

4/20 Organic Playbook
4/22 **Guest Speaker-[Michael Farrington](#), Corporate VP of Marketing at NuVasive**

Week Nine

4/27 SPIN Sales
4/29 Challenger Sales

Week Ten

5/4 Marketing Strategy II Quiz
5/6 **Marketing Strategy Lab-[Jacques Spitzer](#), CEO of RainDrop Marketing**

Week Eleven

5/11 **Lab-[Randy Gerson](#) and [Chris d'Eon](#) from Gerson & Associates**
5/13 **Lab-[Randy Gerson](#) and [Chris d'Eon](#) from Gerson & Associates**

Week Twelve

5/18 No Class during normal time. You will be required to attend an exam session for the Marketing Content Exam. You will receive notice from Justine Stacy sharing specific instructions. This exam is REQUIRED for all Marketing Majors

Portfolio Submission Due: May 19 at 11:59

5/20 Portfolio Presentations

Week Thirteen

5/25 Portfolio Presentations
5/27 Portfolio Presentations

Week Fourteen

6/1 Portfolio Presentations
6/3 Portfolio Presentations

Week Fifteen

Thursday, June 10, 10:30-1:00 **Portfolio Reviews with the Marketing Advisory Board**