

**Fermanian School of Business
Point Loma Nazarene University
MKT 4060 — Marketing Strategy 3 Units
Spring 2022**

<i>Meeting days:</i> Tuesday and Thursday	<i>Instructor:</i> Dr. Michael Wiese
<i>Meeting times:</i> 1:30-2:45	<i>Phone:</i> Office: (619) 849-3268 Mobile: (765) 425-0955
<i>Meeting location:</i> FSB 101	<i>Email:</i> mwiese@pointloma.edu
On Campus Office Hours: FSB 129 Monday-Thursday: Friday: 10-noon Or by appointment	Suggested Text: The Organic Growth Playbook (OGP): Activate High Yield Behaviors to Achieve Extraordinary Results, Jaworski and Lurie, 2018.
Final Exam Period: Tuesday, May 3, 1:30-4:00	

**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

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

SUGGESTED TEXT

The Organic Growth Playbook (OGP): Activate High Yield Behaviors to Achieve Extraordinary Results, Jaworski and Lurie, 2018.

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 in 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%	

POLICIES AND PROCEDURES

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.

TUG Only:

See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. 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 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

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 and/or if they do not wish to utilize some or all of the elements of their AP in that course.

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.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, 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.

USE OF TECHNOLOGY

In order to be successful in your course, 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 for any online or hybrid classes. Please note that any course with online proctored exams require 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.

COMPLETES 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](#)

FINAL EXAMINATION POLICY

Successful completion of this class requires participating in the Marketing Advisory Board review session on the **scheduled day for finals**. Required Assignments

COURSE SCHEDULE AND 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 - Major Exams: You will take the exam on ONE of two days to 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.
- 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 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 2022

DATE LEARNING ACTIVITY

Week One

1/13 Course Introduction

Week Two

1/18 Marketing Philosophy

1/20 **Personal Branding Lab Day: Personal Brand-Using Clifton Strengths with [Rev. Gayle Wiese](#)**

Week Three

1/25 UCAM Case

1/27 Market Plan: Situation Analysis

Declare your Firm Application Paper company selection

Week Four

2/1 Market Plan-Customer Analysis and Competitive Analysis

2/3 Market Plan-Marketing Strategy and Competitive Advantage

Week Five

2/8 **Marketing Strategy Lab-[Rick Bravo](#) of HP**

2/10 **Marketing Strategy I Quiz**

Week Six

2/15 Marketing Plan and Tactics

2/17 Organic Playbook

Week Seven

2/22 **Guest Speaker-[Adam Wiese](#), VP of Strategy for Giant Spoon/Los Angeles**

2/24 Organic Playbook

DUE: Firm Application Paper-Submit on Canvas by 5:00pm on February 25.

Week Eight

3/1 Organic Playbook

3/3 **Guest Speaker-[Michael Farrington](#), Corporate VP of Marketing at NuVasive**

Spring Break-March 7-11

Week Nine

3/15 **Guest Speaker-[Dr. Anna Stumpf](#), Social Media/LinkedIn expert from Ball State University**
3/17 **Challenger Sales**

Week Ten

3/22 **SPIN Sales**
3/24 **Marketing Strategy II Quiz**

Week Eleven

3/29 **Lab-[Randy Gerson](#) and [Chris d'Eon](#) from Gerson & Associates**
3/31 **Lab-Randy Gerson and Chris d'Eon from Gerson & Associates**

Week Twelve

4/5 **Marketing Strategy Guest-[Jacques Spitzer](#), CEO of RainDrop Marketing**

Portfolio Submission Due: April 6 at 11:59

4/7 **Marketing Strategy Guest-Stephanie Ranson, VP Client Services, Red Door Interactive**

Week Thirteenth

4/12 **Portfolio Presentations**
4/14 **Easter Break**

Week Fourteen

4/19 **Portfolio Presentations**
4/21 **Portfolio Presentations**

Week Fifteenth

4/26 **Portfolio Presentations**
4/28 **Portfolio Presentations**

Final

Tuesday, May 3, 1:30-4:00 Portfolio Reviews with the Marketing Advisory Board