



**Fermanian School of Business
Point Loma Nazarene University
Master of Business Administration
BUS 6055 — Strategic Marketing for Impact 3 Units
Spring 2025 Q2**

<i>Meeting days: online</i>	<i>Instructor: Mary Beth McCabe, D. B. A.</i>
<i>Meeting times: online</i>	<i>Phone: Mobile: (858)488-2867</i>
<i>Meeting location: online</i>	<i>Email: mmccabe@pointloma.edu</i>
<i>On Campus Office Hours: You are welcome at my office on the coast campus. Fermanian School of Business Room 134</i>	<i>Online Office Hours: By appointment and encouraged.</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).

TEXTBOOK AND OTHER LEARNING RESOURCES

Required Material

1. Schaeffer, Mark (2023). *Belonging to the Brand: Why Community is the Last Great Marketing Strategy*, ISBN: 9781733553391
2. 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>

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. It is anticipated that students will spend a minimum of 37.5 participation hours per credit hour on their coursework. For this course, students will spend an estimated 112.5 total hours meeting the course learning outcomes.

ASSIGNMENTS

- 1) **Mid-term & Final Exams** (250 points total) There will be two exams in this class. Each exam is based on the content covered in class and the required readings. Both exams will be open book open notes essay questions based on a case provided by the professor.
- 2) **Weekly Quizzes (7; 10 pts. Each/70):**
The textbook is well written and contains a lot of basic information about marketing management. Throughout the semester there will be weekly online quizzes that students will complete in Canvas. The purpose of these quizzes is to ensure that students have read and understood the textbook chapters. **Students will complete 7 quizzes. There are NO makeup quizzes.** *All weekly quizzes are due the week it falls on by Sunday at 11:59 p.m. (see class schedule and Canvas for due dates).*
- 3) **Video Comments (8; 15 pts. Each/120):**
Students will watch videos throughout the semester. The videos will be recorded by the professor and embedded into Canvas for students to view. Each video will be a brief

lecture on the assigned reading for the week. To complete the assignment, students will comment on each assigned video about one specific thing you learned from the video. In addition, students may ask a clarifying question about a particular point or topic discussed in the video. Students may reply to each other and offer additional insight. **The only requirement to complete the assignment is to comment one specific thing you learned from the video, the clarifying question and replying to others with additional insight is optional.** This will help create a simulated live class session in an online class environment and enhance the learning experience for each student. *All weekly video comments are due the week it falls on by Friday at 11:59 p.m. (see class schedule and Canvas for due dates).*

- 5) **Firm/SBU Application Assignments** (7; 100 points total) There are six homework assignments linked to the Firm/SBU Application Paper. The goal of the homework is to build specific individual marketing analysis aligned to the firm that you are reviewing for the Firm/SBU Application Paper.
- 6) **Firm/SBU Application Project Paper & Presentation** (200 points): Each student will be paired with another student of their choice and together the team will select a firm within 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 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. The paper will be roughly 15-25 pages, plus an Executive Summary which you write last (appendices are allowed included).

Firm/SBU Application Project Assignment Requirements:

Submit a comprehensive marketing plan and report to management. **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 the paper should not be academic. Speak to and present for the practical interests of the marketing management team.

The deliverable 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.
- f) Write an Executive Summary and put it at the front of the Marketing Management Paper.

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- 7) **Firm/SBU Application Project & Lesson Plan Presentation Peer Evaluations** (60 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 Lesson Plan Presentation.
- 8) **Lesson Plan** (75 points) Teams of students will develop and a video recording a lesson plan based on a current topic in marketing. 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 teach the other students in the class about the topic. Make sure the following aspects are included in your lesson plan:

- 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 lesson plan should take students approximately 15 minutes to present.
- 8) **Belonging to the Brand Canvas Discussion** (100 points): Students will respond to the questions below related to the book and then engage in a conversation for assigned chapters in the *Belonging to the Brand* book.
- What are the BIG points being made in the chapter?
 - How does it compare and contrast with the view of marketing management from Kotler? • What is the TAKEAWAY that should inform marketing management in the future?

ASSESSMENT ACTIVITIES

Individual Work:

Mid-term Exam and Final Exam 250
 SBU/Firm Application Homework (7; 100 points total) 100
 Lesson Plan Personal Presentation Assessment 25
 Belonging to the Brand Discussion 100
 Weekly Quizzes 70
 Video Comments 120

665

Group Work:

Firm/SBU Application Paper 200

Firm/SBU & Lesson Plan Peer Evaluations 60

Team Lesson Plan: (Content=50, Team Pres.=25) 75

335

Total Course Points: 1,000

Grading Scale:

A: 93– 100%	B+: 87- 89.9%	C+: 77 – 79.0 %	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.

GPS ACADEMIC RESOURCES

PLNU offers the following free academic resources virtually for Graduate Professional Studies (GPS) Students. Visit the myPLNU app 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**

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.

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.

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.

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 first drafts ONLY. Any work that utilizes AI-based tools must be cited per APA 7th edition guidelines. Here is an example of proper a citation:
OpenAI. (2024). *ChatGPT* (version 3.5) [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.

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 AI-generated work without evidence of your “human touch.”

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 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 the [Academic Honesty Policy](#) in the Graduate and Professional Studies Catalog 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 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 619-849-2486). 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. The EAC makes accommodations available to professors at the student's request.

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 special accommodations.

USE OF TECHNOLOGY

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.

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 online (distance education) outside of California.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination **by the scheduled day.**

	Topics & Activities	Reading/Discussions	Homework/Assignments Due	Lesson Plan
1 3/17	New Marketing Realities, Presentations, Planning/Management	Review the course material on Canvas and read the syllabus Read Kotler Chapter 1, 2, Read Belonging to the Brand 1, 2, 3	Personal Introduction Canvas Discussions on Belonging to the Brand due 3/23 Select a firm/SBU for Firm Application assignment by March 23 at 11:59 p.m. Submit on Canvas with SMART Marketing Objectives Video Lecture Quiz 1	Select Lesson Plan Topic, Form SBU Teams
2 3/24	Consumer and Business Marketing	Read Kotler Chapter 3-4 Belonging to the Brand Chapter 4, 5, 6	U - Situation Analysis and SWOT Homework submitted on Canvas by March 30 at 11:59 p.m. Canvas Discussions on Belonging to the Brand	Lesson Plan: Chat GPT

			Video Lecture Quiz 2	
3 3/31	Research, Segmenting, Targeting	Read Kotler Chapter 5-6 Belonging to the Brand Chapters 7, 8, 9 (Canvas Discussion)	Worksheet on Customer Analysis Homework submitted on Canvas by April 6 at 11:59 p.m. Canvas Discussions on Belonging to the Brand Video Lecture Quiz 3	Mobile Marketing
4 4/7	Branding, Value	Read Kotler Chapters 7-8	Mid-term exam completed April 7 on Ch 1, 2, 3, 4, 5, 6, 7, 8 and Belonging to the Brand C- Connect Customer Analysis Homework submitted on Canvas by April 13 at 11:59 p.m. Video Lecture Quiz 4	Influencer Marketing
5 4/14	Designing and Selling Value	Read Kotler Chapters 10, 12	A- Activate Solutions & Marketing Recommendations Homework submitted on Canvas by April 20 at 11:59 p.m. Video Lecture Quiz 5	Search Engine Optimization (SEO)
6 4/21	Communicating Value	Read Kotler Chapters 13, 14	M- Measure	Social Media Marketing

			Results	
			Homework submitted on Canvas by April 27 at 11:59 p.m.	
			Video Lecture Quiz 6	
7 4/28	Delivering Value, Marketing Channels, Managing Growth,	Read Kotler Chapters 15, 17	Firm/SBU paper/presentation due May 4 11:59 PM Video Lecture Quiz 7	Google Analytics
8 5/5	Building Customer Loyalty	Read Kotler Chapter 19	Final Exam, Chapters 10, 12, 13, 14, 15, 17, 19	Have a wonderful break!

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Spring 2025 Q2
MBA Marketing Management Major Projects

Lesson Plan Assignment

Due Date: See Canvas for your Lesson Plan Assignment presentation due date, starting in week 2. You are assigned a team for this activity. If you are unable to work with that team, let your professor know right away.

Purpose: The Lesson Plan is an opportunity to learn about current developments in Marketing and the implication of these developments on Marketing Management.

Skills:

This learning activity will:

1. Provide a current perspective of important topics that impact Marketing Management in 2025.
2. Create an opportunity to work in a team to create a presentation and for the team presentation to receive feedback and coaching.
3. Serve as an opportunity to practice professional presentation skills and to receive feedback

and coaching.

Knowledge:

This assignment will help you to become familiar with:

Content knowledge in this discipline.

Issues facing professionals in the field

Scholarly research formats for documenting sources and creating references in a presentation.

Task:

To complete this assignment, you should:

1. Research the assigned topic with your teammate(s) which will be assigned in the first few days of class.
2. Directly answer the prompt for the assigned topic after discussing with your team members. Submit individual responses for all items except the final group presentations.
3. Draw a specific conclusion from the evidence developed through the presentation.
4. Define the topic and relate it to what we are studying in Marketing. Demonstrate that you are a beginning "expert" in the topic and update the class on definitions, uses, trends, controversy and your position regarding the topic.
5. Include a real-world and/or current topic aspect of the topic. For example, has the subject been in the news recently? Are any companies doing exemplary work in this area? Are there great videos available on the topic? Are there any outstanding resources you can share with us?
6. Your team will post a 15-minute professional presentation. Make it engaging and informative. You may include readings, videos, articles, website reviews, etc.

Criteria for success: Please see the rubric in Canvas.

These are the topics:

Week 2: ChatGPT: What are AI trends for marketers? Discuss the ethics of bias when it comes to AI. Will marketing jobs increase or decrease? Address ethics/faith with AI in your discussion. Back this up with strong research that has been reviewed carefully for errors.

Week 3: Mobile Marketing: How has that changed in the past 2 years? What new frontiers for marketing strategy/tactics do you anticipate in Mobile Marketing? Address ethics of messaging with mobile in your discussion.

Week 4: Influencer Marketing: Is the effectiveness of the social influencer as a part of the marketing communication plan decreasing? Discuss ethics/faith in influencer marketing.

Week 5: Search Engine Optimization: Will SEO remain a critical part of the way that customers find a company on the Internet and Marketing Managers get and keep customers over the next five years? Discuss ethics/faith in SEO.

Week 6: Social Media Marketing (SMM): Are brands perpetuating the addictive nature of social media? How can a Marketing Manager effectively use SMM to reach the next generation of consumers (Gen Z and Gen Alpha) in a way that is socially responsible?

Week 7: Google Analytics: Will the use of GA4 change the way that the Marketing Manager will find/get/keep customers in the next five years? Discuss ethics of privacy.

Firm/SBU Application Project Assignments

Due Dates:

March 23 – Select Firm/ SBU and SMART Marketing Objectives

March 30 - Uncover-Situation Analysis (Part 1)

April 6 - Worksheet on Customer Analysis

April 13 - Connect- Customer Analysis (Part 2)

April 20 - Activate Solutions & Marketing Recommendations (Part 3)

April 27 - Measure Results (Part 4)

May 4 - Final paper/presentation

Purpose: The purpose of this assignment is to write a comprehensive marketing plan for a firm/SBU selected by your team in this application project.

Skills:

- accessing and collecting information from appropriate primary and secondary sources
- Synthesizing information with a group to develop informed views about a business
- Composing a well-organized, clear, concise report to expand your knowledge and apply to a subject in a business situation.

Knowledge: This assignment will help you use the UCAM process in marketing. You will learn to create a marketing plan for an organization.

Task: To complete this assignment, you should:

1. Your team will select a Firm/SBU. Your professor will form your team members and you may use one of your existing employers for your firm.
2. You will use the UCAM approach for this project, using third person, not first person. **U**ncover a Need/Problem, **C**onnect to the Market, **A**ctivate Solution, and **M**easure Results
3. Submit your SMART Marketing Goals. You should have at least 3 goals.
4. **Part 1.** Create and submit a Situation Analysis (SWOT). Examine current content published on all the company's owned platforms (website, email, search, online ads and social media), and identify its strengths, weaknesses, opportunities and threats.
5. Present your Uncover a Need/Problem. Need/Problem clearly identified in the market – provide enough context to fully explain how the business meets a real need or solves a real problem in the market.
6. Determine the best generic strategy based on Porter's Generic Strategies (Cost Leadership, Differentiation, Cost Focus or Differentiation Focus)

7. Submit Part 1, Uncovering your Need/Problem with the supporting research.
8. Worksheet on Buyer Persona Development - You must do secondary research and create the ideal buyer persona for the company. Create an actual person, give it a name, and then creatively display the persona in your paper. The persona needs to match the SMART objective for the overall marketing strategy. Explain exactly where the persona is online, how your company can reach the persona online and what the online habits are (how often does it check email, go on social media, which social media accounts it has, etc.) Cite your secondary research in-text using APA format and at the end as a reference page. Be creative in how you design each buyer persona in your paper. Submit worksheet.

Part 2: Connect to the Market

- a. Meet with a site official and discuss the project.
- b. After research and collaboration with the site official, what is the analysis that builds context for your marketing recommendations?
Present your Customer Analysis. Submit Part 2.

Part 3: Activate a Solution (Integrated Marketing Communications)

- a. IMC Message - Develop a message your company will communicate to the market that meets a specific need. How is this message different from what competitors are communicating in the market right now?
- b. What are your recommendations to marketing management for improvements to the marketing efforts that will achieve the specific marketing objective?
- c. What is the integrated communications plan that will achieve the SMART Marketing Objective? Select at least five tactics and explain each one thoroughly. Give a detailed description of how each tactic matches the primary buyer persona developed in part 2. Present your Activate a Solution and recommendations. Submit Part 3

Part 4: Measure Results (What is the Net Marketing Contribution (NMC)?)

- a. What is the projected ROI of your proposal? Sell it to the reader, your audience of the C-suite.
- b. If you can, provide a budget, income statement or other spreadsheet showing the expected difference before and after the change.
- c. Include the costs of your recommendations on marketing efforts to achieve the specific objective.
- d. In other words, put down the expenses and share where you got them from. What kind of ROI are you expecting?
- e. Describe the Net Marketing Contribution (NMC). Use the formula. Multiply the sales revenue by gross profit and then subtract the marketing expenses.
- f. Use the figures you have in a. Present your Measure. Submit Part 4.

As a group project, analyze your UCAM and write up a written plan with recommendations for the firm/SBU. Record your presentation. One member of the group should submit both items in

Canvas.

Criteria for success: See the rubric in Canvas, based on innovative and practical strategies and implementation.