



Standard Course Outline

MKTG 669

Seminar in Strategic Planning

1. General Information:

- Units: 3 credits
- Prerequisites: Marketing 661 (strictly enforced)
- Course Coordinator: Chair/Various Professors
- Date Prepared: October 2012

2. Catalog Description:

The role and use of marketing research and information systems as the basis for development and implementation of marketing strategy. Case studies and/or class projects required. Letter grade only (A-F).

3. Curriculum Justification:

The curriculum is intended to give graduate students the necessary strategic marketing skills to: (1) analyze industries for exit or entrance; (2) analyze organizational capabilities; (3) suggest specific courses of action to achieve strategic marketing objectives; and (4) implement and manage the chosen strategic alternatives. It is assumed that students are well familiar with marketing principles and how to write a basic marketing plan at the product manager level. The course has two main components to allow each student's analytical and critical thinking skills to emerge, extensive case analyses and a complex, managerial simulation, MarkStrat. Students must think at top corporate levels and assume various leadership roles to maximize their learning experience.

4. Program-level Learning Objectives:

- **Learning goals – Critical Thinking:**
 1. Students will understand the role of top marketing executives that incorporates strategic marketing decision making with regards to market attractiveness.
 2. Students will analyze marketing situations by identifying and evaluating related information and available marketing research data in order to develop realistic and feasible market maintenance/contraction/or expansion alternatives.



5. Course-level Learning Objectives:

- **Learning goals – Ethics:**
 1. Students will demonstrate that they are aware of the ethical and social responsibility issues in determining markets to pursue or exit.
 2. Students will make strategic marketing decisions using ethical, legal and socially responsible choices in a marketing context.
- **Learning goals – Business Functions:**
 1. Students will demonstrate the business (marketing, management, accounting, finance, and operations) skills that allow them to design implement and improve the strategic marketing choices the organization encounters in a realistic manner.
 2. Students will demonstrate that they understand the concepts and components of strategic market selections and how to implement those selections in a realistic manner and be able to deploy them into feasible alternatives that are appropriate to the business environment.
- **Learning goals – Domestic & Global Environment:**
 1. Students will demonstrate business skills to analyze and assess situations in both a domestic and international setting. They will recognize the important factors that drive corporate decision making regardless of the cultural and economic differences present in the relevant business environment.
- **Learning goals – Quantitative and Technical Skills:**
 1. Students will demonstrate quantitative and statistical skills necessary to make strategic business decisions involving the calculations of metrics such as market break-even analysis, customer acquisition cost, etc.
- **Learning goals – Interpersonal, Leadership Skill and Team Skills:**
 1. Student will generate team/group decision-making through managing interpersonal conflict, negotiating and integrating their skills with others' to produce marketing decisions and deliver oral presentations
 2. Students will demonstrate that they understand the common errors in team/group decision making and will be able to correct them as a team

6. Outline of Subject Matter:

This is a listing of the topics that must be covered in this course. It does not preclude other topics that are part of the marketing area or the depth of some topics. As this class is a seminar class, the main materials used are case studies, often with one case detailing a particular industry and a second case concentrating on one particular firm in that industry and a demanding, executive-level simulation called MarkStrat. Multiple-choice exams are not allowed. All written individual and team assignments must be submitted through plagiarism detection software programs such as Turnitin. A textbook is optional and encouraged.

- Extended cases (Harvard Business School, Ivey, Sloan, Darden, etc.)
- MarkStrat Simulation

	Topics
1	Strategic Intent & External environment strategic analysis
2	Industry Groups and Strategy Analysis
3	Internal Strength Analysis
4	Domestic and Global Market Opportunities
5	Market Threats and Opportunities
6	Market Choice, Brand Report Cards and Strategic Communication
7	Core Expansion and Channel Management Alternatives
8	Ethics, Corporate Social Responsibilities, and Sustainability
9	Pricing as a Strategic Signal Alternative
10	Strategic Marketing Implementation, Evaluation, and Control

7. Instructional Policies¹:

- Grading Policy:
 - Final course grades shall be based on at least three (3) general topics each of which has multiple parts which afford multiple demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third of the final course grade. See academic senate policy (http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2005/07/)
- Policy on Classroom Behavior:
 - All cell phones & other electronic devices (e.g., pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
 - Students are responsible for what transpired if they miss a class. It is the student's responsibility to contact the instructor or a classmate to determine what was missed. See "Policy on Make-up Exam and Assignments" below.
 - Talking and other disruptive behavior are not permitted while classes are in session.
 - Students are expected and must do ORIGINAL work for all assignments, including exams. See "Academic Integrity" policy below.

¹ Please refer to the most updated university instructional policies posted online.



- It is the student's responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.
- Policies on Withdrawal, Late Withdrawals, and Incompletes:
 - The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the CBA.
- Academic Integrity:
 - Students as individuals or teams are expected to do original work for all assignments, including exams. Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials. Students are expected to adhere to CBA (<http://www.csulb.edu/colleges/cba/dean/academic-integrity/>) and University policies regarding Academic Integrity (http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2008/02/). Please avoid an embarrassing or unfortunate situation.
- Campus Computer/Network Usage:
 - Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the "Policy Governing Access to and Use of CSULB Computing Resources". These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time sharing systems, some to microcomputers and local area networks, and some to all systems.
- Disabilities:
 - Students with disabilities are responsible for notifying their instructor as early as possible of their needs for an accommodation of a verified disability. A student with a disability is urged to consult with Disabled Student Services as soon as possible in order to identify possible accommodations to enhance academic success.