

Florida Gulf Coast University/Lutgers College of Business
Marketing Department
MAR4804 Marketing Strategy/CRN 13964
Spring 2020

Time: T/TH 10:30-11:45 Meeting Room: 2208 LH	Professor: Kira Lewis
Course Credit Hours: 3	Instructor's Office: Adjunct Office
Instructor's Office Hours: Tuesday 12:30– 3:30 and Thursday 12:30 -3:30 or By Appt.	
Instructor's Email: Canvas	Instructor's Office Phone: N/A

Disclaimer:

The syllabus may be modified at the instructor's discretion. The information contained in this course syllabus are subject to change in the event of extenuating circumstances or class progress. Any changes that take place will be announced.

LCOB Mission Statement

The mission of the Lutgers College of Business can be found at <http://www.fgcu.edu/CoB/MissionVision.html>

Catalog course description:

The course utilizes case studies to simulate real-world business situations. The analyses provide guidance to students in developing analytical, decision-making and presentation skills. Prerequisite(s): MAR 3503 and MAR 4613

Description and Purpose

MAR 4804 is a challenging and demanding course that requires advanced preparation. It is an applications-oriented course focusing on the identification and evaluation of markets for business opportunities. Various analytical techniques and problem solving methods are employed. The course integrates marketing mix variables and applies marketing information necessary for developing and implementing overall marketing strategy to solve problems facing marketing executives.

Course objectives:

Upon successful completion of this course students should be able to:

- Demonstrate an understanding of the foundations and financial aspects of strategic marketing management.
- Assess business-marketing situations through case analysis.
- Explain the role of opportunity analysis and the tenants of strategic target marketing.
- Express and understanding of the role of product, pricing, communication and distribution strategies and management.
- Recognize the importance of marketing strategy reformulation and control.
- Display an understanding of the global dimensions of marketing strategy.

ACADEMIC LEARNING COMPACT (ALC) AND COLLEGE-WIDE GOALS:

This course also contributes to the following ALC and college wide goals:

- **ALCs:**
 - Identify marketing problems and formulate problem solving strategies.
 - Prepare effective written reports.

- **College wide:**
 - Apply critical thinking skills to business problems.

This course meets the learning objective of the FGCUScholars program.

Students who complete this course will:

- Practice critical thinking skills by analyzing mainstream and marginal texts.
- Demonstrate information literacy by conducting research.
- Refine writing and communication skills used to report the results of research and analysis.

Office hours:

My office hours are listed on the first page of this syllabus. Due to exam schedule conflicts, I do not have office hours during finals week. If you do not show up for a scheduled appointment outside of my regular office hours, I will not schedule any more appointments with you outside of my regular office hours. You will need to see me during regular office hours.

Utilize office hours. I am here to help and support you. Don't wait until the end of the semester!

Tentative schedule:

We will attempt to stay as close to the following schedule as possible. However, it **may be adjusted** to accommodate class progress, university closures due to emergencies or to take advantage of guest speakers, if the opportunity should arise.

<u>Date</u>	<u>TOPIC</u>
Jan - 7	Review Syllabus Form Case Study Groups Foundations of Strategic Marketing Management
Jan - 9	Foundations of Strategic Marketing Management
Jan-14	Foundations of Strategic Marketing Management
Jan - 16	Foundations of Strategic Marketing Management
Jan -21	Financial Aspects of Marketing Management
Jan - 23	Financial Aspects of Marketing Management/Expected Monetary Value

Jan- 28	Opportunity Analysis/Segmentation/Targeting
Jan – 30	Opportunity Analysis/Segmentation/Targeting
Feb-4	Product&Service Strategy/Brand Management
Feb - 6	Group 1 Presentation
Feb -11	Product&Service Strategy/Brand Management
Feb- 13	Group 2 Presentation Groups 5&6 Papers Due
Feb -18	<i>Corporate Mentor Program</i>/Product& Service Strategy/Brand Management
Feb – 20 th	Group 3 Presentation
Feb -25	Product&Service Strategy/Brand Management
Feb - 27	Group 4 Presentation Groups 7&8 Papers Due
Mar - 10	Mid-Term Exam
Mar - 12	Ted Talk/Video Case and In Class Case Discussion
Mar - 17	Integrated Marketing Communications Strategy
Mar - 19	Group 5 Presentation
Mar -24	Marketing Channel Strategy
Mar- 26	Group 6 Presentation
Mar -31	Pricing Strategy
Apr - 2	Group 7 Presentation Groups 1&2 Papers Due
Apr - 7	Pricing Strategy
Apr – 9	Group 8 Presentation Groups 3&4 Papers Due

Apr - 14	Marketing Strategy Reformulation
Apr - 16	Marketing Strategy Reformulation
Apr - 21	Global Marketing Strategy
Apr - 23	Global Marketing Strategy
Apr - 28	Final Exam 10:00-12:15

Canvas:

Course materials will be available within Canvas. You can access Canvas using the Internet at the website <https://fgcu.instructure.com/login/ldap>. The site is password protected. You can learn more about Canvas by reviewing the online material. Should you encounter any problems at any time on Canvas, it is your responsibility to contact the Help Desk at 239.590.7100 or itsprt@fgcu.edu.

Evaluation and Assessment Methods:

Grading:

Exam I:	30%
Exam II:	30%
Case studies:	30%
Attendance & Participation:	10%

In addition to the course requirements, the Federal government and FGCU require verification of your enrollment through Canvas. You will need to complete the **Verification of Attendance quiz on Canvas by the due date**. You should read the syllabus before completing this. This is 1 point towards your total grade.

Late work:

Assignments turned in late will earn a failing grade of zero. You should be submitting assignments on time.

Exams:

The midterm exam will take place during class (**Tuesday, March 10th**). The final exam will take place (**Tuesday, April 28th**). No make- up exams will be administered except under extremely unusual circumstances. If something (extraordinary and deemed by me as an acceptable excuse) prevents you from attending an exam or turning in an assignment on time you should notify me BEFORE the exam or class period during which the assignment is due and we can make alternative arrangements. If class is cancelled on a scheduled exam day, I will give the exam the next scheduled class day. If I am not contacted in advance, I will reserve the right to grant a failing grade “F” for the exam or assignment missed. You are responsible for ALL material in the text, whether discussed in class or not in addition to all class notes, discussions and assigned case studies. Students may be assigned or reassigned seats for exams.

Scantrons: Students are responsible to bring their own scantrons on the day of the exam (for midterm and final exam). No scantrons will be distributed by the instructor. {Pearson NCS Test Sheet 100/100 Form No. 95679}

If you plan to use Adaptive Services in this course, I highly recommend you provide me with the exam forms before the end of the second week of classes. You may provide the forms to me during office hours. You must also schedule rooms with Adaptive Services immediately for all exams. If you do not follow these instructions, accommodations may not be available for your exams.

Case Studies:

Students will be asked to work in teams and individually to analyze case studies. Each team will be assigned two case studies, one of which will be orally presented (see the table below for presentation dates). When you are not presenting you are expected to participate in case discussion and critique. All students are expected to have read every case that is being presented in class.

A case presents an actual strategy situation. Each case provides a scenario for use in strategic diagnosis and strategic choice. Cases serve four important teaching/learning aims:

1. They offer you an opportunity to diagnose an organization’s business and marketing strategies. You then develop strategic recommendations.
2. Each case offers an interesting marketplace situation for learning and applying the strategic concepts and decision-making processes covered in the course.
3. Class discussion of the case will help you to improve your analysis skills in preparing and presenting management briefings.
4. Preparation of written analyses for hand-in cases will help you to develop your writing skills.

All case write-ups are to include the following information:

- Presentation of the primary problem with accompanying rationale
- Presentation of secondary problems
- Development of recommended solutions for primary and secondary problems.

The write-ups should not exceed two double-spaced, typed pages using a 12-point font. A one-page Appendix may be attached to the write-up to help show any analytics that supports a recommendation.

It is critical that each case write-up contain the following statement: the primary problem is ... The primary problem is the over-arching issue and its identification relative to possible alternatives will require critical thinking. After presenting the problem, provide a rationale or reason for its selection. In other words, why is the identified problem the critical or overriding issue? By the way, if you were a consultant, your client would want to know the basis for your decision. Your case write-up is no different.

Your recommendations for solving primary and secondary problems needs to be specific and they should provide direction and guidance. Do not merely say “the firm needs to do research, or the firm needs new products.” Such recommendations are directionless.

<i>Case #</i>	<i>Oral Case Name</i>	<i>Group Number</i>	<i>Presentation Date</i>	<i>Written Due Date:</i>
<i>1</i>	<i>Dr. Pepper/Snapple</i>	<i>1</i>	<i>Feb 6th</i>	<i>Apr 2nd</i>
<i>2</i>	<i>Breeder’s Own Pet Foods</i>	<i>2</i>	<i>Feb 13th</i>	<i>Apr 2nd</i>
<i>3</i>	<i>Frito Lay: Sun Chips</i>	<i>3</i>	<i>Feb 20th</i>	<i>Apr 9th</i>
<i>4</i>	<i>Proctor and Gamble: Scope</i>	<i>4</i>	<i>Feb. 27th</i>	<i>Apr 9th</i>
<i>5</i>	<i>Cadbury Beverages: Snapple</i>	<i>5</i>	<i>Mar 19th</i>	<i>Feb 13th</i>

6	<i>Goodyear Tire and Rubber Co.</i>	6	<i>Mar 26th</i>	<i>Feb 13th</i>
7	<i>Hawaiin Punch</i>	7	<i>April 2nd</i>	<i>Jan 27th</i>
8	<i>Hi-Value Super Markets</i>	8	<i>April 9th</i>	<i>Jan 27th</i>

Policy on Group Case Work

For any group assignment, every group member is expected to carry an equal share of the group’s workload. It is recommended that your group establish a schedule for meetings, duties and deadlines at the beginning of the semester. In the case where you believe that a group member is not carrying out his or her fair share of work, you are urged to communicate with that person in order to resolve the issue. If this behavior continues, the group should immediately bring the issue to the attention of the professor. The professor reserves the right to grant a failing grade to any group member who is determined by the professor to be free-riding in any given assignment. Students will be asked to complete a peer evaluation form at the end of the semester.

Grading Scale:

The grade distribution will be as follows:

A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	0-59

*Grades are not negotiable. The final course grade will be determined using the scale above, curving may be undertaken if necessary. **Final grades may be penalized for lack of class attendance or for mis-use of technology during class at the professor’s discretion. Please note if either is excessive it will result in a “0” for participation. This will be non-negotiable at the end of the semester and you will not be given warnings.**

Grade appeals and incompletes:

Grade appeals:

Any exam or assignment submitted for the regrading of one part (or one question) is subject to a complete regrade. As a result, the grade may increase, stay the same, or decrease. For all grades distributed in class and posted on Canvas, you will have up to 2 weeks to meet with me regarding your grade. More than 2 weeks after

the grade posting on Canvas, you will **not** be able to meet with me and **appeal** the grade for that particular exam or assignment.

Incompletes:

An "I" grade indicates that you have not completed a limited portion of the required course work due to extenuating, unforeseen circumstances (e.g., one assignment or exam due to illness or personal emergency). For more information on incomplete grades, go to <http://www.fgcu.edu/CoB/grades.html>.

Attendance:

Attendance: You are expected to attend all classes and be prepared to discuss the material covered in class as well as the cases. If you miss more than three classes, especially unexcused, it may result in you being dropped from the course. If you have excessive absences (even excused) or tardies, you may receive a "0" for participation, which is worth 10% of your grade. If you are going to miss class, please communicate with me ahead of time or soon after with a reason for the absence. If you can provide a doctor's note or other reasonable explanation for your absence it will be considered excused.

If you miss class, you are responsible for obtaining all notes and announcements that occurred when you were absent from class. Attendance will be recorded for university records

***Signing the attendance sheet for another student is dishonest and may result in negative consequences. For information about absences, see*

<http://www.fgcu.edu/Catalog/regdetail.asp?FMID=Registration+and+Records&page=9>.

Student communications and conduct:

You are expected to conduct yourself professionally in all interactions regarding this course. **Electronic communications need to start with a greeting, and include complete sentences with correct grammar, spelling, and punctuation.** Use the **conversation function in Canvas** to contact me. Avoid emailing me from your personal email accounts; Family Educational Rights and Privacy Act (FERPA) prohibits me from emailing information about grades to accounts other than your FGCU email account.

Discussions (including online discussions) require professional courtesy and language. You must demonstrate respect for others in the course – rude behavior and interruptions will not be tolerated. As a minimum, you need to be familiar with and adhere to all principles as described by the Student Code of Conduct

(http://www.fgcu.edu/generalcounsel/files/regulations/FGCU_PR4_002_Student%20Code%20of%20Conduct_06_17_14.pdf). You are responsible for knowing and adhering to the provided guidelines.

Academic behavior standards and academic dishonesty:

Students at Florida Gulf Coast University have the responsibility to practice academic integrity. Students who engage in activities such as cheating, plagiarism and knowingly furnishing false research data will subject themselves to violations of the Student Code of Conduct and could result in dismissal from the Marketing Program. Students are also expected to comply with all requirements and expectations for behavior as laid out in the course syllabus. Faculty reserve the right to use anti-plagiarism software to analyze papers and other written works. For more information on university behavioral and academic standards, the Conduct Process, and the Academic Integrity Process, see the [FGCU Student Code of Conduct](#).

All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under **the Student Code of Conduct and Policies and Procedures** sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>.

All exams and assignments are to be your individual work. The work you submit should be from you, not from other sources, which include the Internet, former students, and other current students. Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Academic dishonesty includes cheating and plagiarism. For more details, please go to <http://studentservices.fgcu.edu/StudentConduct/> and http://www.fgcu.edu/generalcounsel/files/regulations/FGCU_PR4_002_Student%20Code%20of%20Conduct_06_17_14.pdf. The policies outlined on this website and PDF file will be followed. This is from section E Prohibited Conduct, pages 5-6 of FGCU's Student Code of Conduct and Student Conduct Review Process:

1. Academic Dishonesty

a) Cheating, includes, but is not limited to:

- 1) Intentionally using or attempting to use any unauthorized assistance (including, but not limited to materials, communication of information during an academic exercise, notes, study aids or devices) in an academic exercise, including, but not limited to, quizzes, tests, or examinations;
- 2) Use of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments;
- 3) The acquisition, without permission, of tests or other academic material belonging to a member of the University faculty or staff;
- 4) Engaging in any behavior specifically prohibited by a faculty member in the course syllabus or class discussion;
- 5) Submitting work that has been purchased or borrows generously from work submitted in a previous or concurrent class, except where expressly permitted by the instructor; or
- 6) Communication to another through written, visual, electronic, or oral means.

b) Selling notes, handouts, or other materials without authorization or using them for any commercial purpose without the express written permission of the University and the instructor.

c) Falsifying or misrepresenting your academic work.

d) Plagiarism: using work appropriated without any indication of the source.

e) Knowingly helping another student violate academic behavior standards.

The term "cheating" includes, but is **not** limited to, (1) use of any unauthorized assistance in completing quizzes, exams, or assignments; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty member or staff of the university. The term "plagiarism" includes, but is **not** limited to, the use, by paragraph or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment.

It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

Copying or using material from papers previously submitted by others (at FGCU or other learning institutions) or downloaded from the Internet is plagiarism. If you quote material, you must cite your sources. Large scale "copying and pasting" from other sources, even if properly noted, does **not** meet the criterion of submitting

your own work and will possibly result in a failing grade for the course. You are expected to demonstrate honesty in your academic pursuits.

It is your responsibility to **avoid sharing your work** with others. You are equally responsible for academic dishonesty if you choose to share any of your work with others. If you do share your work with others, this will be treated as academic dishonesty and you may earn a failing grade for the assignment, exam, or entire course.

Not being honest about your online activities is academic dishonesty and will be treated as such.

Signing in for others or having others sign in for you (on the attendance sheet) is academic dishonesty. Any incidences of students signing in for others or have others sign in for them will be treated as academic dishonesty.

If you engage in academic dishonesty, you may earn a **failing grade for the assignment/exam and possibly the entire course.**

Electronic devices:

The use of technology for Non-academic purposes include texting, surfing the Internet and streaming TV and movies is **100% prohibited** in my classroom. Use of electronic devices during lecture has the same effect in class as their use during realworld management meetings or presentations – it is rude and diminishes chances for career advancement. Thus it will also diminish class participation perceptions and **your participation grade. I will NOT call you out in class or give warnings, the policy is clear and if you violate it, you will be given a “0” for your participation grade at the end of semester. There will be not appealing this grade or negotiation.**

Audio/video recordings of any part of the lectures or class activities is **NOT** permitted. Any student found to violate this policy will be administratively dropped from the course. The sole exception to this is a student who qualifies through the Office of Adaptive Services and this student must apply for permission through that office prior to any recording. No photographs may be taken of lectures or presentation materials.

You are allowed to use tablets, netbooks, and laptops during class meetings. You should be using these electronic devices for coursework. This is a privilege; I reserve the right to change this policy as necessary

Canvas learning management system and demonstration site:

Information on Canvas is available online at <http://canvas.fgcu.edu/> and <https://fgcu.instructure.com/courses/7692>

Library resources:

Main page: <http://library.fgcu.edu/>

Tutorials & Handouts: <http://library.fgcu.edu/RSD/Instruction/tutorials.htm>

Research Guides: <http://fgcu.libguides.com/>

Faculty Support: http://library.fgcu.edu/faculty_index.html

Lecture Capture Technology/FGCU Capture – Classroom recording:

This course may employ technology that will allow for audio and/or video recording of live classroom sessions. This lecture capture technology is utilized for the sole purpose of enhancing student learning. It may provide for supplemental student instruction via secure links to recorded session(s,) the live stream of courses, presentations of off-site guest speakers and/or the delivery of course instruction utilizing “flipped

classroom” methodologies. Student questions and/or comments may be included as a part of any session being recorded. See FGCU-CAPTURE for additional details and training <http://aets.fgcu.edu/fgcucapture.asp>.

Information on General Education program requirements:

Available at http://www.fgcu.edu/General_Education/index.html.

University nondiscrimination statement:

Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of Title IX of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC’s phone number is (239)745-4366; the OIEC email address is OIEC@fgcu.edu.

Disability accommodations services:

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university’s guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453. In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event of an emergency due to a disability, please contact Adaptive Services for available services and information.

Counseling and Psychological Services:

Counseling and Psychological Services (CAPS) provides free counseling and therapy services (including psychiatry) to all FGCU students. Please walk in to the second floor Howard Hall office any week day between 8:30 and 4:30 to schedule an initial contact appointment. Visit the CAPS website at www.fgcu.edu/caps for more information. CAPS offers a 24/7 Helpline at (239) 745-3277 (EARS).

Student observance of religious holidays:

All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.