



Fall 2024

MKTG 5104 – MARKETING POLICY AND STRATEGY (CRN 88045)

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- Phone: Office: (703) 538-8418; Cell (720) 938-7536 (preferred)
- Classroom: 329 NVC
- Class Time: Tuesdays, 6.00-8:50 PM
- Zoom: <https://virginiatech.zoom.us/j/4435461042> Pwd: DCDCDC
- Office Hours: Tuesday, 4.00-5.00 PM (NVC Room 354)
- Zoom Appointments: Mondays, 5.00 – 6.00 p.m. (Please request by e-mail before 5.00 p.m.)

This course provides students with an overview of the marketing function from both a macro and management viewpoint. The macro viewpoint examines the role of marketing in society and how it relates to larger macroeconomic factors, whereas the management viewpoint considers specific functions within marketing such as the 4P's (Product, Price, Promotions, and Place) and various marketing communication factors. Lectures cover core conceptual foundations and case studies provide opportunities for real-world application. Course assignments reinforce the application of concepts.

COURSE CATALOG DESCRIPTION

Principles and processes of strategic marketing planning. Emphasis on development and implementation of marketing plans and programs. Comprehensive case studies are used as the basis for analysis. Prerequisite: ACIS 5104

LEARNING OBJECTIVES

The goals of this course are to enable students to:

- Evaluate the role of the marketing function in an organization, identify the elements of marketing strategy, and how these add value to both businesses and consumers.
- Analyze marketing situations and strategies to identify opportunities and threats to an organization and link these to marketing plans and actions.
- Develop marketing strategies to gain sustainable advantage in the marketplace.
- Communicate marketing analyses effectively both orally and in writing.

COURSE MATERIAL

- Required:(KK): Philip Kotler and Kevin Keller, *Marketing Management* - 15th edition (Pearson)
- Required (CP): Case Course-pack: <https://hbsp.harvard.edu/import/1189856>
- Other supplementary materials (e.g., lecture slides, handouts) will be distributed via Canvas.

COURSE WEBSITE

- Canvas

SCHEDULE:

The class schedule is given below. Details of each course meeting date are located in the course modules section of the home page in CANVAS. Please refer to Canvas for course slides, handouts, case discussion preparation questions and other assignment instructions. The instructor may alter course content or adjust the pace to reflect class progress. Please consult CANVAS and check your VT e-mail regularly for updates.

August 27: INTRODUCTION TO STRATEGIC MARKETING MANAGEMENT

Activity 1: Course Overview

Activity 2: Team formation

Activity 3: Lecture/Discussion: A Framework for Strategic Marketing Management

Readings: KK, Chapters 1 and 2

September 3: STRATEGIC MARKETING ANALYSIS - FRAMEWORKS & TOOLS

Activity 1: Lecture/Discussion: Basic Economic Analysis for Marketing

Readings: Marketing Economics (CP)

Caselet: John Brown (CANVAS)

Activity 2: Case Discussion: Dominion Motors & Controls, Ltd. (CP)

Assignment: Prepare Discussion Questions (CANVAS); Submit CASE PPT

Readings: Preparation and Written Analysis of Cases (CANVAS)

September 10: MARKET OPPORTUNITIES & COMPANY CAPABILITIES I

Activity 1: Lecture/Discussion: Research for Marketing and Environmental Insights

Readings: KK, Review Chapters 3 and 4

Activity 2: Discussion Caselet: Facebook (CANVAS)

Assignment: Prepare Discussion Questions (CANVAS); Submit CASE PPT

Activity 3: Briefing: Team Field Assignment - Customer Insights (CANVAS).

In-class Presentations on September 17

September 17: MARKET OPPORTUNITIES & COMPANY CAPABILITIES II

Activity 1: Team Field Assignment: Customer Insights Presentations

Activity 2: Lecture/Discussion: Customer Analysis

Readings: KK, Chapters 5 and 6

September 24: MARKET OPPORTUNITIES & COMPANY CAPABILITIES III

Activity 1: Lecture/Discussion: Customer Analysis (contd.)

Readings: KK, Chapters 7 and 8

Activity 2: Case Discussion: L'Oreal In China (CP)

Assignment: Prepare Discussion Questions (CANVAS); Submit CASE PPT

October 1: MARKET OPPORTUNITIES & COMPANY CAPABILITIES IV

Activity 1: Lecture/Discussion: Competitor Analysis

Readings: KK, Chapters 8 and 12

Activity 2: Discussion Caselet: ChatGPT (CANVAS)

Assignment: Prepare Discussion Questions (CANVAS); Submit CASE PPT

October 8: STRATEGIC MARKET SELECTION & TARGETING I

Activity 1: Lecture/Discussion: Segmentation, Targeting and Positioning

Readings: KK, Chapters 9 and 10

Activity 2: Case Discussion: Pillsbury Cookie Challenge (CP)

Assignment: Prepare Discussion Questions (CANVAS); Submit CASE PPT

Activity 3: Briefing: Midterm Examination: Take Home part (CANVAS) and In-class part.

October 15: STRATEGIC MARKET SELECTION & TARGETING II

Activity 1: Lecture/Discussion: Segmentation, Targeting and Positioning

Readings: KK Chapter 15

Activity 2: Case Discussion: Biopure Corporation (CP)

Assignment: Prepare Discussion Questions (CANVAS); Submit CASE PPT

October 22: MID-TERM EXAMINATION

Take Home Part Due by 6.00 p.m.; In-class Part: 6.15 – 8.30 p.m.

October 29: THE MARKETING MIX I

Activity 1: Briefing: Group Case Report:

Readings Skim “DayTwo: Going to Market with Gut Microbiome”

Review Preparation and Written Analysis of Cases (CANVAS)

Review Example Case Write-up: Dominion Motors (CANVAS)

Activity 2: Lecture/Discussion: Product/Service Strategy, Decisions and Policies

Readings: KK, Chapters 12 (Review), 13 and 14

Activity 3: Case Discussion: The Transformation of Xiaomi (CP)

Assignment: Prepare Discussion Questions (CANVAS); Submit CASE PPT

November 5: THE MARKETING MIX II

Activity 1: Lecture/Discussion: Branding and Marketing Communications

Readings: KK, Chapters 11, 19 and 20

Activity 2: Case Discussion: Branding in an Emerging Market: Peter England (CP);

Assignment: Prepare Discussion Questions (CANVAS); Submit CASE PPT

November 12: THE MARKETING MIX III

Activity 1: Lecture/Discussion: Managing Digital Communications

Readings: KK, Chapter 21 and 22

Activity 2: Case Discussion: CISCO Systems: The ASR1000 Series Router Launch (CP)

Assignment: Prepare Discussion Questions (CANVAS); Submit CASE PPT

November 19: THE MARKETING MIX IV

Activity 1: *Group Case Assignment Due*

Activity 2: Lecture/Discussion: Pricing Strategy, Decisions and Policies

Readings: KK, Chapter 16

Activity 3: Case Discussion: Curled Metal Inc.: Engineered Products Division, 1980 (CP)

Assignment: Prepare Discussion Questions (CANVAS); Submit CASE PPT

November 26: No Class: Thanksgiving Break**December 3: THE MARKETING MIX V**

Activity 1: Lecture/Discussion: Channel Strategy, Decisions and Policies

Readings: KK, Chapters 17 and 18

Activity 2: Case Discussion: Natureview Farm (CP)

Assignment: Prepare Discussion Questions (CANVAS); Submit CASE PPT

Activity 3: Briefing: Final Exam: Take Home part (CANVAS) and In-class part.

December 10: MARKETING IMPLEMENTATION & CONTROL

Activity 1: Lecture/Discussion: Organizing and Implementing the Marketing Plan

Readings: KK, Chapter 23

Activity 2: Course Summary

December 17: FINAL EXAMINATION

Take Home Part Due by 6.00 p.m.; In-class Part: 6.15 – 8.30 p.m.

GRADING POLICY

Individual:

- Class Participation 20%
- Case Study Powerpoints 20%
- Midterm Exam 15%
- Final Exam 15%

Group:

- Customer Insights Exercise 10%
- Written Case Report 20%

Total 100%

Grading Scale:

Grade	Percent	Grade	Percent	Grade	Percent
A	100-93%	B-	82.9-80%	D+	69.9-67%
A-	92.9-90%	C+	79.9-77%	D	66.9-63%
B+	89.9-87%	C	76.9-73%	D-	62.9-60%
B	86.9-83%	C-	72.9-70%	F	59.9-0%

MAKE-UP POLICY

Daily class attendance is mandatory and there are no excused absences. If you have to miss class on a given day for unavoidable reasons, please inform the instructor in advance. All graded assignments (including Case Study Powerpoints) are due by the beginning of class (6 p.m.) on the assigned date. Late submissions will receive a 10% grade penalty and will not be accepted after 6 p.m. on the following day. Make-up assignments for in-class presentations and examinations are ordinarily not available, but may be provided in exceptional situations (e.g., a documented medical emergency) *at the instructor's discretion*.

If a class is cancelled either due to the closing of the Northern Virginia Center, or because of an unavoidable faculty absence, it will be rescheduled to maintain program contact hour requirements.

PARTICIPATION AND ATTENDANCE

Class participation is 20% of your grade and the instructor will make the evaluation process as objective as possible. Please ensure that you have your name tent for every class.

Each student's contribution is evaluated daily. The following features are positively weighted: (1) insightful comments during class discussion of readings and related material; (2) managerially meaningful and analytical interpretation of case information; (3) regularity, relevance and depth of comments; (4) ability to synthesize and build on the comments of others; and (5) the quality of responses to the instructor's questions. Please expect to be "cold-called." Should you have difficulty meeting this requirement, please see the instructor to develop a workable strategy.

CASE STUDIES

Case studies discussions are important for understanding the practical relevance of course concepts and to build familiarity with key marketing issues, institutions and players. Cases must be read ahead of class. Prior in-depth preparation based on assigned discussion questions will help your contributions as well as your takeaways from each class session. Discussion questions are posted on CANVAS for each case to help you prepare for in-class case discussions, analyses and written reports. *These are for class preparation purposes only and answers are not to be submitted.*

For each case assigned for class discussion, students must submit a CASE STUDY POWERPOINT (CSPPT) that answers a few designated questions. The CSPPT format will be illustrated early in the course. Feel free to use your team to prepare for daily class sessions. However, your CS PPTs are graded assignments and must be prepared independently.

EXAMINATIONS

The midterm and final examinations are 15% each (total 30%) of your course grade. Each has a take-home part and an in-class part. The take-home part requires you to apply marketing concepts to interpret a contemporary marketing event or phenomenon. The in-class part examines your ability to apply analytical tools to marketing problems. Together they assess your ability to use marketing principles and methods to analyze marketing situations and identify appropriate actions.

GROUP ASSIGNMENTS

Ability to function effectively in teams is critical to learning in this course. Students will form teams by Week 2 of the course with instructor approval. Each team must set its own equitable work norms to meet course expectations. Team members must abide by these in completing graded assignments.

The first team assignment “Customer Insights” (10% of your grade) involves conducting and presenting field interviews with consumers in specific buying contexts. This assignment is intended to create an appreciation of customer buying motivations and processes. The second team assignment (20% of grade) requires you to develop a written report on a case similar to those used for class discussions.

The instructor normally assumes that each member has contributed their fair share to each team assignment. Hence, grades on group assignments typically will not vary among team members. If this assumption seems to be breaking down in your team, first discuss the problems with your team members immediately. If no quick resolution emerges, please contact the instructor without delay (definitely before versus after submitting graded team assignments). The instructor will discuss the issues with those involved and determine a resolution and penalties (grade/other) if any.

Students are responsible for keeping track of course announcements, general reading assignments, and specific dates for written and other formal course assignments as the course progresses. The instructor will make every effort to communicate with you via CANVAS and e-mail in a timely way. However, please ensure that you are in close touch with course progress.

Please be in class on time each day. Please use laptops during class only for class-relevant work. Please turn off the sound to avoid distracting the class. Cell phones must be turned off once class begins. Your co-operation in these matters will help foster an effective learning environment.

SPECIAL NEEDS

Any student who feels that he or she may need an accommodation because of a disability (learning disability, attention deficit disorder, psychological, physical, etc.), should contact the Virginia Tech Services for Students with Disabilities (SSD) office (<http://www.ssd.vt.edu/>) at 540-231-3788 and schedule a confidential consultation.

COURSE EVALUATIONS

Course evaluations for this class will be administrated online at the end of the course. Your feedback is important. Please take the time to complete the SPOT survey when it is made available on Canvas.

HONOR CODE

The tenets of the Virginia Tech Graduate Honor Code will be strictly enforced in this course, and all assignments shall be subject to the stipulations of the Graduate Honor Code. For more information on the Graduate Honor Code, please refer to the GHS Constitution at:

https://graduateschool.vt.edu/content/dam/graduateschool_vt_edu/graduate-honor-system/Constitution2021.pdf

The use of AI tools (e.g., ChatGPT and other AI-powered writing or research assistive technologies) is not permitted for completing assignments for this course. Violations will result in a grade penalty or other disciplinary action as determined by the instructor.