

Marketing Strategy  
Writing Intensive Course for Marketing Majors and Minors  
MKT 368

**Instructor:** Dr. Harash Sachdev? Dr. Tammy McCullough

**Office:** 555 Owen

**Phone:** 487-3165

**Office Hours:**

**TEXT:** Strategic Marketing Problems: Cases & Comments 11th etc., Prentice Hall, 2007

Supplemental Reading: Wall Street Journal

**Rationale for inclusion as a Writing Intensive Course**

MKTG 368 students use critical thinking to solve marketing problems, which is expressed through written communication. Students are exposed to various forms of writing used by marketing professionals in different marketing situations and different industries including not-for-profit organizations. Using the case analysis approach, students learn how to market products and services both within and without an organization as done in real-world situations. These case studies simulate real-world marketing activities in a classroom setting. By critically thinking through writing, students learn to understand customers' needs and the business environment facing an industry in order to provide convincing written marketing solutions that may appropriately fit into the market place. The goals of various written exercises and case solutions throughout the semester are to make students (a) adapt to various forms of written business communication as applied to marketing, (b) become skillful in the art of writing to various audiences by effectively brainstorming ideas with peers and the instructor and using relevant literature, websites, model papers, and instructor-lead case solutions (teaching by example), and (c) comprehend that clarity and style of the report written by lower level management and staff (positions held by undergraduate marketing majors) are critical inputs to an organization's ultimate decision-making about its problems and strategic direction.

**Course Description and Objectives**

This is a CASE COURSE. In this course we will develop, evaluate, and implement marketing strategies for firms facing a complex environment. The students will be asked to analyze, in-depth a variety of marketing concepts, theories, facts, and analytical procedures. We will address questions such as the following: What are the company's long-term objectives and competitive advantage? What opportunities and threats does the company face? What are its strengths and weaknesses? What are its strategic alternatives?

At times, you may feel there is not enough information to make a meaningful case decision. Unfortunately, this also occurs in the real world. Since most business decisions are made collaboratively, you will be required to participate in some group assignments. This course will provide opportunities for you to:

1. Develop a deeper comprehension of marketing, specifically in the areas of market segmentation, product, price, place, and promotion.
2. Apply decision-making tools to marketing management issues.

3. Analyze and discuss cases.
4. Present cases both orally and in writing.
5. Improve your communication skills through writing, active learning, and critical thinking.

### **Writing Intensive Course Outcomes**

This course will achieve the following writing intensive outcomes:

Develop and employ successful, flexible writing and reading strategies that support sustained inquiry in a discipline.

Use writing strategies that achieve the purpose (s) for writing and address the expectations of audience(s) within a discipline.

Formulate research questions and employ strategies for researching and responding to those questions.

Use discipline-specific genres to communicate information.

Understand conventions for communicating, disseminating, and interpreting information within a discipline.

### **Assessment of Writing Intensive Outcomes**

In order to accomplish this task, students will be submitting written assignments in the following areas:

- Writing short research and/or critical thinking papers such as visiting a retail store and observing how packaging and distribution strategies are implemented for a particular product
- Written assignments to demonstrate their abilities to comprehend case problems and provide solutions for different audiences
- Written group case analysis to problem-solve through critical thinking and address the needs of an audience
- Written individual case analysis to problem-solve through critical thinking and address the needs of an audience

### **GRADING POLICY<sup>1</sup>:**

In-Class Assignments*	60
Participation	40
Team case (written report)	50
Team case presentation	50
Mid-term exam	100
Individual Case report	100
<b>TOTAL</b>	<b>400</b>

---

<sup>1</sup> \*If you do not show up in class during in-class assign. days, a “zero” will be given for that assignment.

## GRADING SCALE

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

## TENTATIVE CLASS SCHEDULE

Jan 09                    Syllabus + Index Cards + Overview of writing strategies  
11                        Intro + Financial Ch 2 + Understand conventions for communicating  
16                        Case Outline + Examples of different writing genres  
23                        Sorzal Distributors    p. 75  
25                        Financial assign. in class  
30                        Product Lecture + Frito Lay Dips    p. 131  
Feb 1                        Dips Cont'd  
06                        Dips Cont'd + Camar Automotive Case    p. 106  
08                        Camar Automotive Case  
13                        Scope p.2  
15                        Scope  
20                        Mid-Term, Part 1  
22                        Mid- Term Exam, Part 2  
27                        winter recess  
Mar 06                    Advertising + Student Case Critique  
08                        Macon Art Museum    p. 560  
13                        Macon Art  
15                        Distribution  
20                        Swisher Lawn Mower p.254  
22                        Swisher Lawn Mower  
27                        Case Presentation Preparation and examples  
29                        Mkt. Research + Frito Lay Multi Grain    p. 611  
Apr 3                        Frito Lay Multi Grain  
05                        Zoecon Corp + Godiva Europe  
10                        Blair Purifiers + Augustine Medical  
12                        South West Airlines + Superior Supermarket  
17                        Gateway + Unilever Canada  
19                        Drypers Corp. + eBay

**CLASS FORMAT****In-Class Assignments**

Some of these assignments will be done individually. Others will be done in groups. Occasionally, a few assignments will require field research. Instructions will be given on the day the assignment is handed out.

**Class Participation**

While presenting the contents of this course, the instructor will encourage students to think critically by answering questions asked by him, adding to the class discussions, debating issues, and constructively criticizing him/other students. Be prepared to argue your point of view to the materials presented in class. Only being physically present in class does not constitute class participation.

**Case Presentation and Written Report**

You will be put into teams of two or three people, depending on the class size. Each team will be asked to present a case to the class and turn in a written analysis of another case. Detailed instructions will be given about these activities in due course. In addition, students must turn in an individual written case report to be addressed to a particular marketing audience.

**Exams**

Since the exams are case oriented, no make-up exam will be given. The exams are open-book and open-notes (your book, your calculator, and your notes). Exams will consist of only essay-type questions. These questions will be based on a case, which will be assigned one week prior to the exam. You have a week to individually (can't take help from anyone) prepare the analysis of the case. Essay questions will be handed out in class on the days of the exam. Using your prepared case analysis, textbook, and class notes, answer the questions. Blue books are a must for the exams (points will be deducted otherwise). It is a good idea to buy them when you purchase your textbook.

**Exam Grading Criteria**

Quality of ideas (60%)

- Depth of argument
- Logic of argument

Organization (30%)

- Clarity of the thesis statement
- Are the ideas sequenced?
- Does the essay have a sound conclusion?

Clarity (10%)

- Ease of Readability

**Other Issues**

Your in-class assignment and participation scores will be reduced for consistent tardiness, absences, and class misbehavior (reading non classroom related material, chit chatting, wandering in and out of class, etc.)