



UNIVERSITY OF
ARKANSAS
SAM M. WALTON
COLLEGE OF BUSINESS

COURSE SYLLABUS

Course: **MKTG 3433 Introduction to Marketing Strategy**

Prerequisite: (ECON 2013 and ECON 2023) or ECON 2143.

Catalog Description of the Course:

Examines strategies, tactical, and operational decisions related to contemporary marketing activities. Topics covered include product, services and international strategies in consumer and business markets.

Course Objectives:

1. Improve students' abilities to **analyze marketing related problems** and to enhance critical thinking skills.
2. **Integrate concepts and theoretical foundations of the contemporary practice** of marketing from consumer, entrepreneur, corporate, electronic, and global viewpoints.
3. **Question the social responsibility of commerce** in general and marketing, specifically.
4. **Learn and use the language of marketing** when integrating product, pricing, communications, and logistics strategies to achieve an applied knowledge of marketing's role in commercial successes and failures.
5. **Establish a logical framework supportive of creative and independent thought** in the achieving integrated marketing efforts.

Student Evaluations:	Learning Assignments	20% (Classwork and Homework)
	Examination 1	20%
	Examination 2	20%
	Examination 3	20%
	Examination 4	20%
	Final Examination	<u>Optional (Comprehensive)*</u>
	TOTAL	100%

** The final examination is optional. The grade achieved on the final examination will replace the lowest grade on any of the four major required examinations. Each of the four major examinations must be taken to qualify for the optional final.*

Students enrolled in MKTT 3433 are required to participate in three (3) marketing research studies. Failure to participate will result in a 1% reduction for each deficiency up to 3% in a student's final semester total grade. [SUBJECT TO REMOVAL.]

Grading Distribution:

90% - 100%	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
Below 60%	F

Attendance Policy:

Regular class attendance is an obligation of enrollment and is expected of each student.

Short quizzes will occasionally be administered in regular class periods. Four major examinations and one optional final examination will be administered. ***There are no make-up opportunities for short quizzes. For major examinations, make-up examinations will only be given in the most uncontrollable of situations.*** It is recommended that if one expects to miss a major examination, advance arrangements should be agreed upon by the student and the professor.

IMPORTANT NOTE:

Students are expected to attend every class and to be timely. Under no circumstances may a student miss more than five (5) measured classes (not including official University functions) and receive a passing grade. A critical mass of class is required for certification in this course. **MISSING FOUR (4) MEASURED CLASSES WILL RESULT IN A LETTER GRADE REDUCTION. IF A STUDENT MISSES MORE THAN FIVE (5) MEASURED CLASSES, A GRADE OF "F" WILL AUTOMATICALLY BE ASSIGNED FOR THE SESSION.**

Classroom Behavior:

Appropriate classroom behavior is expected of the instructor and all students. Inappropriate and disruptive classroom behavior (inappropriate language and gestures, class disruptions, disrespect to other students or instructor, and other behavior as determined by the instructor) will not be tolerated and will result in possible removal from the class and /or disciplinary action as per the student handbook.

Honor Code: Each student is expected to do his or her own work, both inside and outside of class. Any question of testing misconduct or homework irregularities will be referred to Student Judicial Review as presented in the *University of Arkansas Faculty Handbook*.

Inclement Weather Policy:

The University of Arkansas inclement weather policy prevails. Announcements will be made via local news media by campus administration signifying the cancellation of classes due to inclement weather. Students must make personal judgments. If weather conditions are such that it would be dangerous to drive to campus, students should elect not to drive to campus. If possible, students may inform the instructor via e-mail or via telephone; however, notification is not required on days of inclement weather. If a student lives off-campus, a good indicator of dangerous conditions is signaled if public schools in Washington County are dismissed. Students will not be penalized for missing a class on days of inclement weather.

BLACKBOARD ASSIGNMENTS:

This class will use a communications program (blackboard.walton.uark.edu) this semester for lecture outlines, announcements, discussion board interactive discussions, and group e-mails.

If you have not used Blackboard before, you will discover that it is relatively easy to use and provides a new dimension to learning opportunities. Please visit the Blackboard site on the first day of class.

Check the **Course Contents** folder for lecture notes that will be useful in your preparing for each class and for scheduled examinations. It is recommended that discussion/lecture notes should be downloaded and printed. Having the prepared notes for class will benefit understanding of the materials discussed.

Weekly Schedule:

The following schedule is provided as a general guide to where the class will be at a particular date. The schedule is also a reading plan. Students should maintain the reading plan to ensure that pressures will not occur from getting behind. The schedule may change depending our ability to adequately understand the material in an applied form.

Week 1: August 20-24

Introduction

Chapter 1: *Marketing: Art and Science of Satisfying Customers*

Chapter 3: *The Marketing Environment, Ethics, and Social Responsibility*

David Aaker, "Managing Assets and Skills: The Key to Attaining a Sustainable Competitive Advantage," *California Management Review*, Winter 1989, pp. 91-106.

Theodore Levitt, "Marketing Myopia," *Harvard Business Review*, July-August 2004, pp. 138-149.

Week 2: August 27-31

Chapter 2: *Strategic Planning in Contemporary Marketing*

Chapter 5: *Consumer Behavior*

Edward M. Tauber, "Why Do People Shop?" *Journal of Marketing*, Vol. 36 (October 1972), pp. 46-59.

Ranjay Gulati and James B. Oldroyd, "The Quest for Customer Focus," *Harvard Business Review*, April 2005, pp. 92-101.

A. Parasuraman, Valerie A. Zeithaml, and Leonard L. Berry, "A Conceptual Model of Service Quality and Its Implications for Future Research," *Journal of Marketing*, Fall 1985, pp. 41-50.

Week 3: September 3-7

LABOR DAY HOLIDAY SEPTEMBER 3

Chapter 6: *Business-to-Business (B2B) Marketing*

Peter Doyle, Arch Woodside, and Paul Michell, "Organizations Buying in New Task and Rebuy Situations," *Industrial Marketing Management*, 8, pp. 7-11, 1979.

Nirmalya Kumar, "The Power of Trust in Manufacturer-Retailer Relationships," *Harvard Business Review*, November-December 1996, pp. 92-106.

Week 4: September 10-14

Chapter 9: *Market Segmentation, Targeting, and Positioning*

Wendell R. Smith, "Product Differentiation and Market Segmentation as Alternative Marketing Strategies," *Journal of Marketing*, (July 1956), pp.

Week 5: September 17-21 Chapter 8: *Marketing Research and Sales Forecasting*

Week 6: September 24-September 28 **EXAMINATION 1 SEPTEMBER 24**
Chapter 11: *Product and Service Strategies*

Week 7: October 1-5 Chapter 12: *Developing and Managing Brand and Product Categories*
Smallwood, John, "The Product Life Cycle: A Key to Strategic Marketing Planning," *MSU Business Topics, Winter 1973*, pp. 29-35.
Theodore Levitt, "Exploit the Product Life Cycle," *Harvard Business Review*, November-December 1965, pp. 81-94.

Week 8: October 8-12 **EXAMINATION 2 OCTOBER 12**
Chapter 12: *Developing and Managing Brand and Product Categories*

FALL BREAK OCTOBER 15-17

Week 9: October 15-19 Chapter 13: *Marketing Channels and Supply Chain Management*
James A. Narus and James C. Anderson, "Turn Your Industrial Distributors into Partners," *Harvard Business Review*, March-April 1986, pp.66-71.

Week 10: October 22-26 Chapter 14: *Retailers, Wholesalers, and Direct Marketers*
Timothy W. Firnstahl, "My Employees are My Service Guarantee," *Harvard Business Review*, July-August 1989, pp. 28-32.
Louis Bucklin, "Retail Strategy and the Classification of Consumer Goods," *Journal of Marketing*, October 1962, pp. 50-55.

Week 11: October 29-November 2 Chapter 14: (CONTINUED)
Chapter 15: *Integrated Marketing Communications*
Chapter 16: *Advertising and Public Relations*
Cyril Freeman, "How to Evaluate Advertising's Contribution," *Harvard Business Review*, July-August 1962, pp. 137-48.

Week 12: November 5-9 **EXAMINATION 3: NOVEMBER 5**
Chapter 17: *Personal Selling and Sales Promotion*
Chapter 18: *Price Concepts*
Frank Cespedes, Stephen Doyle, and Robert Freedman, "Teamwork for Today's Selling," *Harvard Business Review*, March-April 1989, pp. 44-58.

Barton Weitz and Kevin Bradford, "Personal Selling and Sales Management: A Relationship Marketing Perspective," *Academy of Marketing Science Journal*, Spring 1999, pp. 241-254

Week 13: November 12-16 Chapter 19: *Pricing Strategies*
Kent B. Monroe, "Buyers' Subjective Perceptions of Price,"

Journal of Marketing Research, (February 1973), pp. 70-80.

Week 14: November 19-20 THANKSGIVING HOLIDAY NOVEMBER 21-23

Special Topics:Chapter 19: (Continued)

Tarun Khana, Krishna G. Palepu, and Jayant Sinha, "Strategies That Fit Emerging Markets," *Harvard Business Review*, June 2005, pp. 63-76.

C.K. Prahalad and Allen Hammond, "Serving the World's Poor, Profitably," *Harvard Business Review*, September 2002, pp 48-58.

Week 15: November 26-30 Special Topics:

Chapter 7: Serving Global Markets

Chapter 4: E-Commerce

C.K. Prahalad and Allen Hammond, "Serving the World's Poor, Profitably," *Harvard Business Review*, September 2002, pp. 48-58.

Week 16: December 3-5 **EXAMINATION 4: DECEMBER 3**

DECEMBER 7: DEAD DAY

Week 17: December 10-14

**FINAL EXAMINATION WEEK:
OPTIONAL RULES PREVAIL**

FINAL EXAM DATES:

10:30 CLASS: DECEMBER 10 10:15 – 12:15

11:30 CLASS: DECEMBER 12 10:15 - 12:15

FINAL GRADES WILL BE REPORTED BY DECEMBER 14 AT 2:00PM.