



COLORADO STATE UNIVERSITY  
— GLOBAL —

## MKG440: STRATEGIC MARKETING

**Credit Hours:** 3

**Contact Hours:** This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

**Faculty Information:** Faculty contact information and office hours can be found on the faculty profile page.

---

### COURSE DESCRIPTION AND OUTCOMES

---

**Course Description:**

This course provides students with advanced marketing theories and hands-on application of various new opinions in the marketing field. Students learn to formulate sales and marketing decisions while considering such factors as, consumer behavior/buying patterns, marketing variables, digital marketing strategies and global marketing issues from an integrated marketing communications perspective.

**Course Overview:**

Strategic Marketing provides a bridge between core marketing concepts and advanced marketing theory with exposure to specific case studies and marketing situations. You will make marketing decisions while considering such factors as consumer behavior/buying patterns, marketing variables, and global marketing issues from an integrated marketing communications perspective. These studies are juxtaposed against and integrated with internal and external influences on a firm including the focus on profitability and ethical decision making. You will apply research skills and critical thinking learned throughout their education in discussion, essays, case studies and a final portfolio project.

**Course Learning Outcomes:**

1. Explain fundamental marketing concepts and illustrate their role in strategic planning.
2. Describe marketing data that support the development of an organization's marketing strategies.
3. Explain buyer behavior and market segmentation.
4. Illustrate and explain marketing strategies that align with an organization's mission, goals, and objectives.
5. Explain and compare marketing strategy and implementation.
6. Appraise an organization's strategic marketing plan and assess its strengths and weaknesses.
7. Develop a sense of business sensibility through real world application of marketing strategies.

---

## PARTICIPATION & ATTENDANCE

---

Prompt and consistent attendance in your online courses is essential for your success at CSU Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

---

## COURSE MATERIALS

---

### Required:

Ferrell, O. C., Hartline, M., & Hochstein, B. M. (2022). *Marketing strategy* (8th ed.). Cengage Learning. ISBN: 9780357710425; eISBN: 9780357516362

**NOTE:** All non-textbook required readings and materials necessary to complete assignments, discussions, and/or supplemental or required exercises are provided within the course itself. Please read through each course module carefully.

---

## COURSE SCHEDULE

---

### Due Dates

The Academic Week at CSU Global begins on Monday and ends the following Sunday.

- **Discussion Boards:** The original post must be completed by Thursday at 11:59 p.m. MT and Peer Responses posted by Sunday 11:59 p.m. MT. Late posts may not be awarded points.
- **Opening Exercises:** Take the Opening Exercise before reading each week's content to see which areas you will need to focus on. You may take these exercises as many times as you need. The Opening Exercises will not affect your final grade.
- **Mastery Exercises:** Students may access and retake Mastery Exercises through the last day of class until they achieve the scores they desire.
- **Critical Thinking:** Assignments are due Sunday at 11:59 p.m. MT.

---

## WEEKLY READING AND ASSIGNMENT DETAILS

---

### Module 1

#### Readings

- Chapter 1 in *Marketing Strategy*
- Batesole, B. (2020, November 11). *What is the marketing funnel?* [Video]. LinkedIn Learning.

#### Opening Exercise (0 points)

### Discussion (25 points)

### Mastery Exercise (10 points)

### Critical Thinking (50 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### **Option #1: Marketing Strategies: Relevance for Social Media Sites**

Effective marketing strategies are essential to an organization's success, considering how fast the business climate changes currently. For this assignment, you must compare and contrast two social media sites' overall marketing strategies.

Write a 4- to 5-page paper that incorporates at least two scholarly references and one additional credible source in addition to what you've learned from Chapter 1 of the textbook. The paper must answer the following topics:

1. Identify what specific strategies each site has employed to build a successful social network site (SNS).
2. Examine how these strategies impact the sites' followings; and explain why one site has a larger following than the other.
3. Suggest different marketing strategies (at least 2) the site with fewer followers could implement to increase its base.

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Cite at least two peer-reviewed sources to support your points. Document formatting and source citations should be in conformity with CSU Global Writing Center.

#### **Option #2: The Relevance of Marketing Strategy for a New Social Media Site**

The organization that you are currently working for is going to invest in a new social media site that you have proposed. Your job as the marketing manager is to present the overall marketing strategy for the new social media site to the board of directors for a final decision.

Please get creative with your social networking site idea, the concept is entirely up to you. Think of what the current social media market might need.

Write a 4- to 5-page paper that incorporates at least two scholarly references and one additional credible source in addition to what you've learned from Chapter 1 of the textbook. The paper must address the following topics:

1. Determine the specific strategies your new social media site will employ to build successful social network sites (SNS).
2. Examine why your potential primary competitor has a large following and how it relates to their marketing strategy.
3. Suggest at least two marketing strategies the new SNS could employ to increase its base.

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Cite at least two peer-reviewed sources to support your points. Document formatting and source citations should be in conformity with CSU Global Writing Center.

## **Module 2**

### Readings

- Chapters 2 & 9 in *Marketing Strategy*
- Gupta, A., & Wang, H. (2017, May 4). *Strategies for emerging markets* [Video file]. LinkedIn Learning.

### Opening Exercise (0 points)

### Discussion (25 points)

### Mastery Exercise (10 points)

### Critical Thinking (75 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### **Option #1: Illustrate and Evaluate an Effective Change of Marketing Strategy**

Find an article in the news (published within the last six months) that examines a company that was able to successfully change its marketing strategy. In a 4- to 5-page paper that incorporates support from at least three scholarly journals, address the following:

1. Explain the reasons why the company changed their strategy.
2. Determine how the organization approached the development and implementation of the change.
3. Analyze why the change was successful. Support up your analysis with details and examples (e.g., statistics demonstrating the company's performance, reviews in the news or trade press).

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Cite at least two peer-reviewed sources to support your points. Document formatting and source citations should be in conformity with CSU Global Writing Center.

#### **Option #2: Mission Statement and Marketing Strategy**

Find a mission statement from two different companies. In a 4- to 5-page paper that incorporates support from at least three scholarly journals, address the following:

1. Examine the current marketing strategy.
2. Determine if the current mission statement aligns with the current marketing strategy.
3. Make one suggestions as to how the company can improve the alignment of their current mission statement with their current marketing strategy.

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Cite at least two peer-reviewed sources to support your points. Document formatting and source citations should be in conformity with CSU Global Writing Center.

## **Module 3**

### Readings

- Chapter 3 in *Marketing Strategy*
- Rosenberg, R. (2017, October 18). *Analyze your account database* [Video]. LinkedIn Learning.

### Opening Exercise (0 points)

### Discussion (25 points)

### Mastery Exercise (10 points)

### Portfolio Milestone (25 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### **Option #1: Domestic Marketing Strategy—Company Selection**

For your Portfolio Project, due at the end of Module 8, you must write a well-crafted 8- to 10-page marketing strategy for an existing company that introduces a new product into the U.S. You must utilize concepts learned throughout the course as the foundation for your strategy. This week, you will identify the company you have chosen for your project and explain why you chose this company and what your strategy will specifically focus on.

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Cite at least two peer-reviewed sources to support your points. Document formatting and source citations should be in conformity with the CSU Global Writing Center.

#### **Option #2: International Marketing Strategy—Company Selection**

For your Portfolio Project, due at the end of Module 8, you must write a well-crafted 8- to 10-page marketing strategy for an existing company that introduces a new product into the international market. You must utilize concepts learned throughout the course as the foundation for your strategy. This week, you will identify the company you have chosen for your project and explain why you chose this company and what your strategy will specifically focus on.

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Cite at least two peer-reviewed sources to support your points. Document formatting and source citations should be in conformity with the CSU Global Writing Center.

## **Module 4**

### Readings

- Chapter 4 in *Marketing Strategy*
- Gupta, A. (2019, July 26). *Competitive advantage is never permanent* [Video]. LinkedIn Learning.

### Opening Exercise (0 points)

### Discussion (25 points)

### Mastery Exercise (10 points)

### Critical Thinking (75 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### **Option #1: Strategic Planning: SWOT Analysis for a Product-based Company**

Performing a SWOT analysis provides managers with useful information to craft strategically focused marketing efforts for their company or organization.

Choose a product-based company and perform a SWOT analysis on it that uses what you've learned this week in the course, the company's latest publicly available information, and research that identifies the company's strategic position in the market.

Write a well-crafted 4- to 5-page paper incorporating at least one scholarly journal and two additional sources that does the following:

- Describes the company's history in a brief summary.
- Provides a SWOT analysis, relying on specific examples and references.
- Includes a video (e.g., advertisement, etc.) from that company that serves as an example of its strategic focus.

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Document formatting and source citations should be in conformity with the CSU Global Writing Center.

### **Option #2: Strategic Planning: SWOT Analysis for a Service-based Company**

Performing a SWOT analysis provides managers with useful information to craft strategically focused marketing efforts for their company or organization.

Choose a service-based company and perform a SWOT analysis on it that uses what you've learned this week in the course, the company's latest publicly available information, and research that identifies the company's strategic position in the market.

Write a well-crafted 4- to 5-page paper incorporating at least one scholarly journal and two additional sources that does the following:

1. Describes the company's history in a brief summary.
2. Provides a SWOT analysis, relying on specific examples and references.
3. Includes a video (e.g., advertisement, etc.) from that company that serves as an example of its strategic focus.

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Document formatting and source citations should be in conformity with the CSU Global Writing Center.

## **Module 5**

### **Readings**

- Chapters 5 & 10 in *Marketing Strategy*
- Boyd, D. (2019, December 2). *Segmenting your customers* [Video]. LinkedIn Learning.
- Ormanidhi, O., & Stringa, O. (2008). Porter's model of generic competitive strategies. *Business Economics*, 43(3), 55-64.

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Mastery Exercise (10 points)**

### **Critical Thinking (75 points)**

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### **Option #1: Managing Customer Relationships**

Read the case study: Customer relationship management: A case study of a Greek bank.

Choose a favorite brand or product. Write a well-crafted 4- to 5-page paper incorporating at least one scholarly journal and two additional sources that explains how your chosen brand approaches customer relationship management. Be sure to include philosophy, levels of service, pricing strategy, customer communication, and the use of CRM software.

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Document formatting and source citations should be in conformity with the CSU Global Writing Center.

#### **Option #2: Managing Non-Profitable Customer Relationships**

Read the case study: Customer relationship management: A case study of a Greek bank.

Write a well-crafted 4- to 5-page paper incorporating at least one scholarly journal and two additional sources that explains the approach to customer relationships employed by the Greek Bank in the case study. Be sure to include philosophy, levels of service, pricing strategy, customer communication, and the use of CRM software.

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Document formatting and source citations should be in conformity with the CSU Global Writing Center.

## **Module 6**

### **Readings**

- Chapter 6 in *Marketing Strategy*
- DallaVilla, C. (2020, September 21). *Marketing program owner* [Video]. LinkedIn Learning.

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Mastery Exercise (10 points)**

### **Critical Thinking (95 points)**

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### **Option #1: Loyalty Incentive**

Read the case study: The impact of marketing mix elements on brand loyalty: A case study of mobile phone industry.

Write a well-crafted 4- to 5-page paper incorporating at least one scholarly journal and two additional sources that explains what you would do with each of the 4 P's of product, price, promotion, and place for a mobile phone brand/product of your choosing (e.g. Apple iPhone 12).

Specifically, provide at least 1 strong loyalty incentive (rebate, coupon, loyalty program) recommendation with the expected costs and return on investment for your recommendation.

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Document formatting and source citations should be in conformity with the CSU Global Writing Center.

### **Option #2: Promotion**

Read the case study: The impact of marketing mix elements on brand loyalty: A case study of mobile phone industry.

Write a well-crafted 4- to 5-page paper incorporating at least one scholarly journal and two additional sources that explains what you would do with each of the 4 P's of product, price, promotion, and place for a mobile phone brand/product of your choosing (e.g. Apple iPhone 12).

Specifically, provide at least 1 strong promotional recommendation with the expected costs and return on investment for your recommendation.

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Document formatting and source citations should be in conformity with the CSU Global Writing Center.

### **Portfolio Milestone (25 points)**

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### **Option #1: Domestic Marketing Strategy - Outline**

For your Portfolio Project, due at the end of Module 8, you must write a well-crafted 8- to 10-page marketing strategy for an existing company that introduces a new product into the U.S. You must utilize concepts learned throughout the course as the foundation for your strategy. This week, you will turn in an outline of the portfolio project marketing strategy. Your final portfolio project is due at the end of Module 8.

Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Document formatting and source citations should be in conformity with the CSU Global Writing Center.

#### **Option #2: International Marketing Strategy – Outline**

For your Portfolio Project, due at the end of Module 8, you must write a well-crafted 8- to 10-page marketing strategy for an existing company that introduces a new product into the international market. You must utilize concepts learned throughout the course as the foundation for your strategy. This week, you will turn in an outline of the portfolio project marketing strategy. Your final portfolio project is due at the end of Module 8.



Your paper should be clear, concise, and demonstrate knowledge of the concepts presented in this module and course. Document formatting and source citations should be in conformity with the CSU Global Writing Center.

## **Module 7**

### **Readings**

- Chapter 7 in *Marketing Strategy*
- Batesole, B. (2021, February 11). *Advanced branding* [Video]. LinkedIn Learning.

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Mastery Exercise (10 points)**

## **Module 8**

### **Readings**

- Chapter 8 in *Marketing Strategy*
- Karrel, D. (2017, August 2). *Business ethics for sales professionals* [Video]. LinkedIn Learning.
- Talay, M. B., Townsend, J. D., & Yenyurt, S. (2015). Global brand architecture position and market-based performance: The moderating role of culture. *Journal of International Marketing*, 23(2), 55-72.

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Mastery Exercise (10 points)**

### **Portfolio Project (300 points)**

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### **Option #1: Domestic Marketing Strategy**

You have chosen a U.S. based company to analyze and turned in an outline. Now it is time to write a well-crafted 8- to 10-page marketing strategy for your chosen company's introduction of a new product into the U.S. utilizing concepts from the course as the foundation for your strategy.

Your marketing strategy must include the following elements:

1. An introduction that provides basic data and information about the company (include information about the founder, type of business or industry, product lines, market share, and size).
2. An explanation of the company's mission, goals, and corporate strategy.
3. A rationale for your new product supported by industry information.
4. An overview of your marketing strategy and justification for your reasoning.
5. An explanation of how you intend to align the 4P's, 5C's, and STP to your marketing strategy.

6. Short- and long-term measures that will help determine the success of the strategy.

Your marketing strategy should demonstrate thoughtful consideration of the concepts presented in the course and your ability to analyze and develop an organization's marketing strategy. It should reflect scholarly writing and cite a minimum of five peer-reviewed sources. Document formatting and source citations should be in conformity with the CSU Global Writing Center.

### **Option #2: International Marketing Strategy**

You have chosen a U.S. based company to analyze and turned in an outline. Now it is time to write a well-crafted 8- to 10-page marketing strategy for your chosen company's introduction of a new product into the international market utilizing concepts from the course as the foundation for your strategy.

Your marketing strategy must include the following elements:

1. An introduction that provides basic data and information about the company (include information about the founder, type of business or industry, product lines, market share, and size).
2. An explanation of the company's mission, goals, and corporate strategy.
3. A rationale for your product's introduction into the international market supported by industry/country information.
4. An overview of your marketing strategy and justification for your reasoning.
5. An explanation of how you intend to align the 4P's, 5C's, and STP to your marketing strategy.
6. Short- and long-term measures that will help determine the success of the strategy.

Your marketing strategy should demonstrate thoughtful consideration of the concepts presented in the course and your ability to analyze and develop an organization's marketing strategy. It should reflect scholarly writing and cite a minimum of five peer-reviewed sources. Document formatting and source citations should be in conformity with the CSU Global Writing Center.

---

## COURSE POLICIES

---

Grading Scale	
A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

Undergraduate Course Grading	
0%	Opening Exercises
20%	Discussion Participation
37%	Critical Thinking Assignments
8%	Mastery Exercises
35%	Final Portfolio Project

---

## IN-CLASSROOM POLICIES

---

For information on late work and incomplete grade policies, please refer to our [In-Classroom Student Policies and Guidelines](#) or the Academic Catalog for comprehensive documentation of CSU Global institutional policies.

### **Academic Integrity**

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /re-purposing your own work (see CSU Global Library page for Citing & APA Resources and Avoiding Common Plagiarism Mistakes for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and Internet resources.

### **Citing Sources with APA Style**

All students are expected to follow APA format for all assignments. For details, please review the APA guidelines within the CSU Global Writing Center. A link to this resource should be provided within most assignment descriptions in your course.

### **Disability Services Statement**

CSU Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email [ada@CSUGlobal.edu](mailto:ada@CSUGlobal.edu) for additional information to coordinate reasonable accommodations for students with documented disabilities.

### **Netiquette**

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom. If you have concerns about something that has been said, please let your instructor know.