



UNIVERSITY OF THE INCARNATE WORD

Extended Academic Programs

Term: Fall 1 2016

Syllabus: PMBA 6316 Strategic Marketing, Communications, and Research

Professor: Dr. Murat Tas

Email: mtas@uiwtx.edu

Phone: 210-723-9975 (cell)

Office Hours: By appointment

Catalog description:

Students will learn the 5-C framework to support choices related to market segmentation, target market identification, and product positioning. Tactical decision-making related to pricing, product characteristics, promotional activities, distribution channels, brand recognition, communication, and other aspects of the marketing mix will be covered. Special emphasis is placed on techniques used to increase market share including expanding internationally, defining boundaries for a firm's product portfolio, and the strategic utilization of data. Emphasis will also be placed on formulating, implementing, and evaluating a firm's integrated marketing communications strategy. Finally, students will do research to solve marketing problems. Key steps include defining the problem, generating hypotheses, selecting methods, analyzing data, and providing recommendations.

Context:

Prerequisite: Principles of Marketing (BMKT3331) or a comparable course.

Course overview:

Topics to be included / Teaching strategies / Technological skills development

- ✚ Topics include the competitive environment, satisfying customers, channels of distribution, integrated marketing communications, product life cycle, industry life cycle, brand management, product positioning, developing lines of business, expanding market share, and marketing research
- ✚ In addition to the supplementing the text with lectures, student-centered, problem-based learning techniques including case studies, simulations, in-class activities, group work, and student presentations and/or facilitation of materials will be utilized.
- ✚ Students will conduct research using MS Excel, Minitab, Stata, or SPSS depending on their preferences.

Text:

FH: Ferrell, O.C. and Hartline, Michael D. (2014). Marketing Strategy. Cengage. ISBN: 978-1-28507304-0

AB: Beall, Anne E. (2014). Strategic Market Research. iUniverse. ISBN: 978-1-9362-3617-6

Course outcomes: Upon completion of the course, students will be able to	Assessment: These objectives will be assessed
Manage the marketing mix and communications strategy to best meet the needs of customers	By Critical analysis questions, examinations, and student-centered, problem-based learning activities

Conduct marketing analysis to identify and create value for an organization's target market	By Critical analysis questions, examinations, and student-centered, problem-based learning activities
Devise strategies related to growing market share by expanding internationally and increasing offerings	By Critical analysis questions, examinations, and student-centered, problem-based learning activities
Follow the strategic-question approach to conducting market research centered on creating and sustaining value	By Critical analysis questions, examinations, and student-centered, problem-based learning activities

Graded Material and Relative Weight:

Participation in Weekly Discussion Boards	15%
Strategic Marketing Research Project	20%
Problem Sets	20%
Midterm Examination	20%
Final Examination	25%

Weekly Discussions:

This consists of your weekly postings to our general discussion thread. Weekly threaded discussions have two objectives: 1) for students to demonstrate their understanding of key concepts and 2) for students to engage their peers in a discussion that examines how to app. Your grade will be based on the degree to which you demonstrate learning through *frequent* and *meaningful* discussion with your peers.

In order to receive a passing grade, please post your initial response by midnight Wednesday night.






Another good rule of thumb is to enter the boards at least three different days per week, and to make sure that you consistently engage your peers in sufficient detail. Threaded discussions must be completed each week before midnight Sunday night.

Problem Sets:

After reading the text, each week you are to enhance your understanding of the material by reviewing presentations for each chapter. You will then use this knowledge to solve problems. Problem sets will be comprised of either end-of-chapter problems and/or online multiple choice questions. Answers to all questions must be submitted before midnight Sunday night. Since students have been provided with advanced notice of due dates for all assignments, late work is strongly discouraged. If for some reason a student has a valid excuse with documentation, late work will be accepted with a deduction up to, equal to, or greater than 15% per day. Further, in order to receive full credit for problems, please show your work when necessary. Finally, please complete your work using MS Word or MS Excel unless problems are comprised of multiple choice questions online.

Group Projects:

Students will complete a term project using the Strategic Market Research Approach outlined in Beall's "Strategic Market Research." Students will design a 10 item survey and/or questionnaire that will inform decision-making in one of the following three areas of market research: 1) Customer Acquisition, 2) Customer Satisfaction, or 3) Customer Retention. Surveys will be distributed

-  Problem statement – Elaborate upon the decision(s) your research will support
-  Literature review – Synthesize key findings from peer-reviewed literature in your chosen area
-  Survey design – Design an instrument that you will use to analyze your chosen area of interest
-  Analysis – Analyze survey results using basic descriptive and inferential statistics
-  Recommendations and Conclusion – Summarize key findings with recommendations

This report should be written in APA format. Also, please make sure that your final project is between 812 pages written plus exhibits. Finally, students are encouraged to work in groups comprised of less than or equal to 4 individuals. Students are encouraged to work together so that they have an opportunity to improve upon their management/leadership skills in addition to mastering key concepts in the area of strategic marketing and research.

Midterm and Final Examinations:

Objective-type examination consisting of multiple choice questions, technical exercises and/or essay problems that cover topics from the 1st half of the term for the midterm examination and topics from the 2nd half of the course for the final examination. Each student will be given a different examination, and examinations must be completed by midnight Sunday night. Again, since students have been provided with advanced notice of due dates for all examinations, late work will generally not be accepted. If for some reason a student has a valid excuse with documentation, late work will be accepted with a deduction up to, equal to, or greater than 15% per day.

Each week you will notice a number in parenthesis. This is the Alternative Learning Equivalency for this course. It is the expected minimum amount of time (hours) you will spend on that particular week's activity in addition to your regular studies (recommended 6 to 10 hours per week for a "B" range grade).

Week	Chapter Readings	Homework
1 8-22 to 8-28	FH Chapter 1 – Marketing in Today's Economy FH Chapters 2 – Strategic Marketing Planning AB Chapters 1 to 4	Presentation/Problems <ul style="list-style-type: none"> Review notes for FH chapters 1 and 2 before completing Problem Set 1 (3) Discussion <ul style="list-style-type: none"> Take part in Week One General Discussion (3) Problem Set 1: Due by midnight Sunday night
2 8-29 to 9-4	FH Chapter 3 – Collecting and Analyzing Marketing Information AB Chapters 4 to 8	Presentation/Problems <ul style="list-style-type: none"> Review notes for FH chapter 3 before completing Problem Set 2 (3) Discussion <ul style="list-style-type: none"> Take part in Week Two General Discussion (3) Problem Set 2: Due by midnight Sunday night
3 9-5 to 9-11	FH Chapter 4 – Developing Competitive Advantage and Strategic Focus AB Chapters 9 and 10	Presentation/Problems <ul style="list-style-type: none"> Review notes for FH chapter 4 before completing Problem Set 3 (2) Work on Strategic Marketing Research Projects (2) Discussion <ul style="list-style-type: none"> Take part in Week Three General Discussion (2) Problem Set 3: Due by midnight Sunday night

<p>4 9-12 to 9-18</p>	<p>FH Chapter 5 – Customers, Segmentation, and Target Marketing</p> <p>FH Case 2 – Apple’s Winning Marketing Strategy</p>	<p>Presentation/Problems</p> <ul style="list-style-type: none"> Review notes for FH chapter 5 before completing Problem Set 4 (2) <p>Work on Strategic Marketing Research Projects (2)</p> <p>Discussion</p> <ul style="list-style-type: none"> Take part in Week Four General Discussion (2) <p>Problem Set 4: Due by midnight Sunday night</p>
		<p>Midterm Examination Due by Midnight Sunday Night (Chapters 1 to 5 in Ferrell and Hartline)</p>
<p>5 9-19 to 9-25</p>	<p>FH Chapter 6 – The Marketing Program</p> <p>FH Case 6 – Mattel Confronts Its Marketing Challenges</p>	<p>Presentation/Problems</p> <ul style="list-style-type: none"> Review notes for FH chapter 6 before completing Problem Set 5 (2) <p>Discussion</p> <ul style="list-style-type: none"> Take part in Week Five General Discussion (2) <p>Work on Strategic Marketing Research Projects (2)</p> <p>Problem Set 5: Due by midnight Sunday night</p>
<p>6 9-26 to 10-2</p>	<p>FH Chapter 7 – Branding and Positioning</p> <p>FH Chapter 8 – Ethics and Social Responsibility in Marketing Strategy</p> <p>FH Case 4 – New Belgium Brewing (A): Gaining Competitive Advantage Through Socially Responsible Marketing</p>	<p>Presentation/Problems</p> <ul style="list-style-type: none"> Review notes for FH chapters 7 and 8 before completing Problem Set 6 (2) <p>Work on Strategic Marketing Research Projects (2)</p> <p>Discussion</p> <ul style="list-style-type: none"> Take part in Week Six General Discussion (2) <p>Problem Set 6: Due by midnight Sunday night</p>
<p>7 10-3 to 10-9</p>	<p>FH Chapter 9 – Marketing Implementation and Control</p> <p>FH Case 9 – Chevrolet: 100 Years of Product Innovation</p>	<p>Presentation/Problems</p> <ul style="list-style-type: none"> Review notes for FH chapter 9 before completing Problem Set 7 (2) <p>Work on Strategic Marketing Research Projects (2)</p> <p>Discussion</p> <ul style="list-style-type: none"> Take part in Week Seven General Discussion (2) <p>Submit Market Research Projects by Midnight Sunday Night</p>

<p>8 10-8 to 10-13</p>	<p>FH Chapter 10 – Developing and Maintaining Long-Term Customer Relationships</p> <p>FH Case 15 – Netflix Fights to Stay Ahead of a Rapidly Changing Market</p>	<p>Presentation/Problems</p> <ul style="list-style-type: none"> Review notes for FH chapter 9 before completing Problem Set 8 (2) <p>Discussion</p> <ul style="list-style-type: none"> Take part in Week Eight General Discussion (2) <p>Final Exam (Chapters 6 to 10 Ferrell and Hartline) (2) Note: Final exam must be completed by Thursday 10-13 at 5pm Central Standard Time (CST)</p>
-----------------------------------	--	--

Technical Help:

Students that have forgotten a username or password need to contact the Help Desk: 210-829-2721 or helpdesk@uiwtx.edu. They are available 24/7/365 for this purpose. Other major issues will most likely have to wait until regular office hours.

ARMY Students must drop their course(s) through GoArmyEd. All active duty military students do not get charged a drop fee.

Participation, Punctuality and Attendance: Requirements and Expectations

- Abide by the UIW Attendance Policy as stated in the Catalog
- Participation in Virtual courses is expected three out of seven separate days.
- Participation in Hybrid courses is expected in class, and two out of seven separate days.
- Copies of homework, tests, exams, and e-mail communication: Save for your records
- Assignments and Homework with due dates: Expected to be turned-in on time

Academic Honesty Statement

University of the Incarnate Word is strongly committed to the nurturing of academic excellence. The University expects its students to pursue and maintain truth, honesty, and personal integrity in their academic work. Academic dishonesty, in any form, constitutes a serious threat to the freedoms, which define an academic community. The following definitions and guidelines have therefore been established to secure the maintenance of academic integrity at Incarnate Word.

Forms of academic dishonesty include, but are not limited to:

- Cheating on tests, examinations, or other class or laboratory work.
- Plagiarism (appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit).
- Counterfeit Work – including turning in as one's own, work which was created, researched, or produced by someone else.
- Falsification of Academic Records – knowingly and improperly changing grades on transcripts, grade sheets, electronic data sheets, class reports, projects, or other academically related documents.
- Unauthorized Reuse of Work – the turning in of the same work to more than one class without consent of the instructor involved constitutes academic dishonesty.
- Theft – unauthorized use or circulation of tests or answer sheets specifically prepared for a given course and as yet not used or publicly released by the instructor of a course, or theft of completed tests.
- Collusion – Involvement in Collusion -unauthorized collaboration with another to violate a provision of the Code of Academic Integrity.

- Facilitating Academic Dishonesty – intentionally or knowingly helping or attempting to help another to violate a provision of the Academic Integrity Policy of the University.

IMPORTANT “DROP COURSE” INFORMATION: It is the student's responsibility to drop their course within the 100% refund period to avoid assessment of tuition and fees. There will not be a university-initiated drop for non-participation. If you do not plan to attend, you must drop your courses by Friday at 5pm of the first week of the term to be within the 100% refund period. Please submit your drop to <http://online.uiw.edu/course-drop-form> A \$50 administrative fee is applied for all drops from courses offered through the Virtual University.

ARMY Students must drop their course(s) through [GoArmyEd](#). All active duty military students do not get charged a drop fee.

Student Disabilities Statement

Class Syllabus Statement regarding Disability and Title IX

Disability Accommodations:

The University of the Incarnate Word is committed to providing a supportive, challenging, diverse and integrated environment for all students. In accordance with Section 504 of the Rehabilitation Act – Subpart E, Title III of the Americans with Disabilities Act (ADA), and Title III of the ADA Amendments Act of 2008 (ADAAA), the University ensures accessibility to its programs, services and activities for qualified students with documented disabilities. To qualify for services, the student must provide Student Disability Services with the appropriate documentation of his or her disability at the time services and/or accommodations are requested.

Pregnancy Accommodations:

Under the Department of Education’s (DOE) regulations implementing Title IX of the Education Amendments of 1972, the University does not discriminate against any student on the basis of pregnancy or pregnancy related conditions.

To request reasonable accommodations for disability, temporary disability (e.g., injury, surgery) or pregnancy, please contact:

Student Disability Services
4301 Broadway CPO 286
Administration Building – Suite 105
San Antonio, TX 78209
(210) 829-3997
(210) 829-6078
www.uiw.edu/sds

Title IX Information

Unlawful discrimination has no place at the University of the Incarnate Word. It violates the University’s core values, including its commitment to equal opportunity and inclusion, and will not be tolerated. The University of the Incarnate Word prohibits sexual misconduct, that can include: (1) sex and gender based discrimination; (2) sexual and sex and gender based harassment (including a hostile environment based on sex or gender); (3) sexual assault; (4) sexual exploitation; (5) stalking; and (6) relationship violence (including dating and domestic violence). For more information, or to report an incident, please visit www.uiw.edu/titleix.

Course Number and Section: **PMBA 6316**

Semester: **Fall I 2016**

Course Title: **STRATEGIC MARKETING, COMMUNICATIONS & RESEARCH**

Instructor: **Dr. Murat Tas**

Week	Alternative Instructional Equivalent (AIE) for Activity	Estimated Hours
<i>In-class Hours (if applicable)</i>		0 (this is an online course)
#1	Presentation/Problems (3) General Discussion (3)	6 hours
#2	Presentation/Problems (3) General Discussion (3)	6 hours
#3	Presentation/Problems (2) General Discussion (2) Strategic Marketing Research Projects (2)	6 hours
#4	Presentation/Problems (2) General Discussion (2) Strategic Marketing Research Projects (2)	6 hours
#5	Presentation/Problems (2) General Discussion (2) Strategic Marketing Research Projects (2)	6 hours
#6	Presentation/Problems (2) General Discussion (2) Strategic Marketing Research Projects (2)	6 hours
#7	Presentation/Problems (2) General Discussion (2) Strategic Marketing Research Projects (2)	6 hours
#8	Presentation/Problems (2) General Discussion (2) Final Exam (2)	6 hours
	Total	48 hours