



THE CURRY COLLEGE MBA

MBA 6410 **Strategic Global Marketing** **3 Credit Hours** **Milton Fall Term 2, 2014**

Instructor: Professor Steven P. Gunning, J.D., MBA

Office Location: AAPC

Meeting Time: Tuesday 5:30pm – 9:00pm

MBA Office Hours: By appointment

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Meeting Locale: AAPC124/Online

COURSE DESCRIPTION

This course stresses the strategic application of broadly accepted marketing concepts to the ever changing global markets of today. The students will explore the strategic role of marketing within business firms and nonprofit organizations. Topics will include: industry and competitive analysis, customer analysis and consumer behavior, market segmentation, market research, distribution channel policy, product policy and strategy, pricing policy, advertising, sales force management, brand management, industrial marketing, and services marketing. Based on weekly cases, readings, lectures, and research students will prepare weekly presentations to enhance discussion of the topics.

COURSE GOALS

Hybrid Course Format

This course will be conducted in a hybrid learning environment with guided discussions, lectures, case analysis, student presentations, and on-line activities (Blackboard). Attendance will be taken for on-line meetings and activities as well as weekly physical classroom meetings. Students must remain current in their book and case readings as well as additional readings as assigned. Class discussions will assume that students have read assigned materials before class and are ready to participate in discussion and respond to questions based on the readings. Lectures will highlight critical points, but not repeat the text and readings. All assignments are due at the beginning of the designated class or on-line due date.

Hybrid Expectations:

The **hybrid learning environment** means that part of this course will be in an online classroom, while another part of the course will be in the classroom on the Milton campus. Students should not consider the online weeks as being “off,” but rather switch into a different gear, checking in for the discussion groups at multiple points during the week. Online, there will be several discussion questions where students can thread conversation.

The hybrid component of this course is meant to do several things:

1. Provide the student with some flexibility in the learning environment, rather than sitting in the classroom for several hours straight every week;
2. Allow the student more time to reflect on the topics, keeping conversation going on the discussion board over several days throughout the week.

For those weeks online, you will be expected to:

1. Review the week's learning objectives.
2. Complete all assigned readings.
3. Complete all lecture materials for the week.
4. Participate in the Discussion Board (primary responses by Wednesday night, secondary responses to one another's peers by Saturday night).
5. Complete and submit all assignments by the due dates (as applicable).

Course Protocol

Attendance will be taken for each class and on-line session. Class discussion and group exercises are designed with the assumption that the student has read the material *before* class and is thus prepared to engage in discussion and application exercises based on the readings.

The class will start promptly at 5.30 pm; please come to class on time. The use of laptops in class is generally not permitted unless pre-approved. At no time is the accessing of the web or your MBA6410 Strategic Marketing Management email permitted during class. Please turn off your cell phones and do not make or receive calls or other media, including text messages, emails, videos or photos. Students are asked to show guest speakers, classroom colleagues and professors mutual respect and courtesy. Although you have worked a long day, and class runs for several hours, you are expected to remain engaged in the learning environment, especially given the intense course schedule.

COURSE LEARNING OUTCOMES

At the conclusion of the course, students should be able to apply their understanding and mastery of the course material to:

- Analyze complex marketing challenges based on thorough appraisals of the market and the firm
- Assess the opportunities and challenges facing the firm
- Compare and contrast alternative courses of action
- Develop comprehensive marketing plans based on strategic marketing management principles
- Choose a course of action and communicate the choice persuasively
- Defend and justify strategic decisions using appropriate assessment criteria

Managing Electronic Devices:

The use of cell phones, PDAs, laptops and other devices is not allowed in the classroom unless expressly approved by the instructor. A loss of points toward grades may result if a student violates this rule. If you must have constant contact (beyond breaks), discuss it with your instructor and always keep cell phones on vibrate when in the classroom or when attending Curry MBA meetings.

Academic Integrity:

Plagiarism is defined as the taking of another person's work as one's own. Plagiarism is a crime and will result in a failing grade for the assignment and will be reported to the Academic Dean with a high potential consequence being dismissal from the MBA program.

APA style and conventions regarding content, citations and references will be expected and enforced. All work is required to be that of the student and/or the team following APA rules including the expressed abolition of "cut and paste" activities from web sources or other electronic resources. You are highly encouraged to use scholarly peer reviewed articles and research materials from the Curry College Library database resources for your assignments with proper APA citations. The APA Manual Version 6 is the standard for all written work for this course. Times New Roman 12 point font with double spacing is the standard unless otherwise outlined by your instructor. The reference section of any paper is to be the last page(s) of the paper with a Page Break between the main text and the References. (Wikipedia is not a proper scholarly source and is not to be used as a reference tool.)

Course Readings and Requirements:

Text: Peter, Paul J.; Donnelly Jr., James H; Marketing Management: Knowledge & Skills 11th Edition, McGraw-Hill, Irwin; 2011 (ISBN# 978-0-07-786105-6)

Grading Rubric and Requirement

Individual Attendance & Participation	10%
Individual Case Analysis	20%
Exam	20%
Group Global Marketing Plan/Presentation	40%
Reflective Requirement & Peer Review	<u>10%</u>
Total	100%

Please Note: Participation is an important element in any management exercise or business endeavor and quality is more important than quantity. Students are expected to be prepared for class and that preparation needs to be reflected in class participation. Written assignments are due at the beginning of class. Late papers and assignments will be penalized one grade. Assignments will not be accepted after one week. Please check your Curry College email as well as Blackboard throughout the week as they are part of the participation evaluation criteria for this class. Timely posting to questions and assignments is your responsibility and staying connected to your MBA student colleagues by Blackboard, **Curry email** and telephone is a must.

Individual Case Analysis:

Students will take on the role of consultants hired by senior management to assist in the analysis and resolution of a strategic problem(s) within the company. The students will identify a critical issue that the corporation faces today and will offer several alternative courses of action that the company may take to resolve the issue. The students will then recommend the best course of action for the company.

The Required Case Format is as Follows:

1. **Background:** Brief history of the company to include points of interest important to the case. (Industry, Products, Trends)
2. **Issue:** The main issue and/or dilemma that the company is presented with along with underlying issues
3. **Alternatives:** Courses of action available to the company along with pros and cons for each alternative.
4. **Recommendation(s):** Chose the alternatives that will best resolve the issue at hand.
5. **Implementation:** A time frame for implementation of the recommended alternative. (What? When?)
6. **Follow-up:** Processes of evaluation after the improvements are implemented. (How will we follow the progress of our recommendation)

Requirements: (1) Paper (3-5 pages); (2) PowerPoint (15 minutes)

Final Exam:

The final exam will give you the opportunity to demonstrate your mastery of the skills learned in the course. The exam will take place on Blackboard and will be open Monday, Tuesday, Nov.25. The exam will begin at 6:00 p.m. and once you begin you will have 90 minutes to complete the exam. Once you begin, you cannot log off and back in. The exam is open book, open notes. Failure to sit the exam will result in a grade of 0 on the exam. Please check the exam schedule before making travel plans.

Group Global Marketing Plan/Presentation:

Teams of students will submit their Global Marketing Plan (10 – 12 pages) and present it via PowerPoint presentation to the class for a peer reviewed discussion (20 minutes).

Reflective Journal Entries and End of Course Reflective Paper - Reflection is an important part of critical thinking. Every week each student will keep an electronic document to record learning outcomes and experiences that are relevant components of the course on BlackBoard. At the end of the course, the student is required to submit a short paper {2 – 3 pages} that summarizes the journal entries and learning outcomes from the course. If this course is one of the second through twelfth courses, the student is required to reflect upon previous course journal entries and reflections with attention to how the learning outcomes from some of the other course experiences connect with the most recent course.

At the end of the MBA program; each student is required to synthesize the twelve reflective journal installments into one final *“Personal Reflective Journal Final Paper”*.

Class Schedule:	On campus	On-line
	Days on campus	Days online
	10/28, 11/4, 11/18, 12/2, 12/16	Nov.11 & 25; Dec.9

Discussion Forum Etiquette

The course will be structured on prior coursework and designed to stimulate discussion about reading assignments with the goal of developing a critical discourse in class geared toward understanding, viewing marketing challenges from multiple perspectives, and working toward business solutions and problem solving.

It is important to note that students are welcome to disagree—in fact, often well-argued disagreements can push us all to consider other viewpoints and understand things more critically. However, our goal is that each of you will move beyond opinions based on “feelings” alone and learn to support your statements with evidence drawn from observation, research and thought. That said, the discussion in the class (both on campus and online) must be both respectful and collegial.

For those weeks that are online, I will post several discussion questions which you will need to respond to. Here are the guidelines for the discussion online:

- You are required to post **at least one primary response to each discussion question**, and **at least two secondary responses to your classmates per week**. **Primary responses must be submitted by Wednesday night of each week; secondary responses by Saturday.** Please do **not post once the deadline has passed** for a particular week, because it is unfair to those who have done so on time. You will not receive credit for postings made after the weekly deadlines. Responses should be thoughtful, and cognizant of the readings. If you fail to post during by the deadline, you will receive a 0 for that week’s discussion board grade. *Once Sunday arrives, we will move forward to the next week’s agenda.*
- Just as in an on-the-ground course when the instructor allows conversation to flow, I may not formally respond to each posting. However, I will try to guide or redirect the discussion as appropriate. Please be aware that I will read and review all comments.
- Vague responses like, “I agree” or general comments without elaboration on the discussion board do not add to the discussion. You may agree with a classmate, but you need to explain your reasoning.

- Students MUST complete the readings in order to engage in this discussion with some level of expertise. With everyone's participation, the hybrid format allows for many different kinds of interaction and discussion on our topic.
- Please take a moment to review your responses for spelling and grammar, as discussion board postings that have excessive misspellings are distracting to the point being made. Poor spelling and grammar will be considered when factoring your grade for this component of the course, just as it would be for any other assignment.
- **A word of caution regarding the discussion board content:** *Students must be collegial and respectful while on this board.* Being in an online class gives people the ability to think and review their responses, rather than giving off-the-cuff responses that sometimes come in an on-the-ground class; it also sometimes has the effect of dis-inhibiting people to say things that they might not otherwise say. While analytic critique of the course content and your peers' responses is welcome, insults and discourteous critique is not. This online course environment needs to be both academically challenging and respectful.

Students can feel free to contact me via email at steven_gunning@curry.edu about any questions related to the course.

SCHEDULE

**The course schedule is tentative and subject to change, if necessary.
Always check blackboard for an up-to-date Schedule**

	Learning Outcomes & Topics	Assignments/Readings
Week 1 10/28/14 Milton	<p>Learning Outcome: Students will: be introduced to our course syllabus; explain their integrated projects; explore a marketing plan template; incorporate the concept of strategic planning at a high level.</p> <p>Topics: Syllabus, Introductions Integrated Project discussion The Marketing Plan Strategic Planning (Ch. 1)</p>	<p>Case Analysis Overview Team/Product Updates Readings: Chapter 1 & pages 760-770 Textbook</p>
Week 2 11/04/14 Milton	<p>Learning Outcome: Students will explain the role and process of marketing research; explore the various influences of consumer behavior; apply the concept of market segmentation; further study the marketing plan template.</p> <p>Topics: Marketing Research (Ch. 2) Consumer Behavior (Ch 3) Market Segmentation (Ch. 5) The Marketing Plan Team Meetings/Marketing Plan “Next Steps”</p>	<p>Readings: Ch. 2, 3, 5 + pp760-770 Textbook Case selection 10 minute Integrated Project overview</p>
Week 3 11/11/14 Online	<p>Learning Outcome: Students will explore and apply Porter 5 Forces of Competition; Discuss product and brand strategy with assessment of applied examples; Study new product planning process and new product development whilst thinking about application for next class discussion.</p> <p>Topics: Porter 5 Forces of Competition Movie: Tucker (Porter’s Five Forces Model) The Marketing Mix: Product and Brand Strategy (Ch 6) New Product Planning and Development (Ch 7)</p>	<p>Narrated PowerPoint lecture: Porter 5 Forces of Competition Group discussion post: What “marketing moments” did you observe in the movie? Group discussion post: How does Porter apply to Tucker? Read chapter 6 & 7 Textbook Product & Brand Strategy: Watch following (8:23) http://www.youtube.com/watch?v=onyBtAokU0Y Group discussion post: Please give examples of the following branding strategies: Line extension, brand extension, franchisee extension and briefly describe if you agree or not with the strategy and why. New Product Planning Process (3:03): Watch the following: www.youtube.com/watch?v=jV4Mn8DInLU Think about how applicable for next class</p>

		<p>discussion</p> <p>New Product Development(21.49): Watch the following: www.youtube.com/watch?v=N1dHEIPrXyc Think about how applicable for next class discussion</p>
Week 4 11/18/14 Milton	<p>Learning Outcome: Students will be able to explain the Porter 5 Forces of Competition and to apply the model to a specific marketing situation; apply product and brand strategy with assessment of applied examples; assess the new product planning process and new product development; explore integrated market communications, personal selling, and distribution strategy.</p> <p>Topics: Porter 5 Forces of Competition The Marketing Mix Integrated Market Communications (Ch 8) Personal Selling/Sales Management (Ch 9) Distribution Strategy (Ch 10)</p>	<p>Readings: Ch.8,9,10 Textbook Individual case presentations {Prepare for week 6}</p>
Week 5 11/25/14 Online	<p>Learning Outcome: Students will be able to explain pricing strategy models; apply pricing strategies to current businesses; express their overall marketing knowledge on an exam.</p> <p>Topics: Pricing Strategy (Ch 11) The Marketing of Services (Ch 12)</p>	<p>Read Chapters 11 & 12 Textbook Narrated PowerPoint lecture: Pricing strategy Group discussion post: Choose a company with both online and brick and mortar presence. What is the pricing strategy? Do the two models differ? Why or why not? Group discussion post: Share a company that you would hold out as currently successfully marketing their service and explain why?</p> <p>Exam: Available Tuesday, November 25 at 6:00 p.m. You will have 90 minutes to complete – LATE SUBMISSIONS WILL NOT BE ACCEPTED.</p>

Week 6 12/02/14 Milton	<p>Learning Outcome: Students will be able to present and analyze business cases based on a case analysis method; identify a critical issue that the corporation faces today; offer several alternative courses of action that the company may take to resolve the issue; recommend the best course of action for the company.</p> <p>Topics: Individual case presentations</p>	<p>Due: Individual case presentations (PPT 12 – 15 minutes)</p> <p>Due: Individual Case Analysis paper {3 – 5 pages}*</p>
Week 7 12/09/14 Online	<p>Learning Outcome: Students will explore necessary components for successful global marketing; assess global marketing mechanics; apply the internet as an international marketing tool.</p> <p>Topics: Global Marketing (Ch 13)</p>	<p>Read Ch.13 Textbook Narrated PowerPoint lecture: Global Marketing Group discussion post: Cite two different company examples of the internet being used as an international marketing tool. What are the advantages in each case? Are there any disadvantages? Global Marketing drivers (6:52): Watch the following: http://www.youtube.com/watch?v=gWZWlgnL6z4 Think about how applicable for next class discussion.</p>
Week 8 12/16/14 Milton	<p>Learning Outcome: Students will integrate knowledge gained from their IT and Marketing MBA courses; present and analyze their chosen product via a group marketing plan PowerPoint presentation; review and assimilate main learning concepts from the Marketing course.</p> <p>Topics: Final Group Marketing Plan Presentations Course review</p>	<p>Due: 1.) Global Marketing Plan 2.) Reflection Paper {Due Friday,12/19} 3.) Peer Review {Due Friday, 12/19}</p>