

BUSS363
Marketing Strategy
2021 Fall Semester

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Consultation Hours:	TBA
Method of Instruction:	Parallel online/offline instruction. <i>Offline as per Government Regulation.</i>
Offline Lecture Place:	L-P 403: Tuesday and Thursday 9.00-10.15
Online Teaching Medium:	Please refer to Blackboard for zoom link
Text:	Strategic Market Management 11ed, David Aaker, Christine Moorman, Wiley 2017 (this books is also known as Strategic Market Analysis (Asia Version) Wiley 2018)
Teaching Assistant:	TBA

COURSE OVERVIEW

Managing in the constantly changing environment of the 21st century for business success is a challenging job for marketing managers. The key challenges for managers include: understanding the market as a fundamental premise of formulating market-driven strategy; strategies for undertaking market analysis and identification of current and future competitive positions. This advanced level marketing course is designed to develop new skills and consolidate prior knowledge and skills learned in other marketing courses to develop a proactive strategic marketing management approach.

AIMS

The course deals primarily with an in-depth analysis of a variety of concepts, theories, facts, analytical procedures, techniques and models with the development, evaluation, and implementation of marketing strategy in complex environments.

OBJECTIVES

On successful completion of this course, students will achieve the following objectives:

1. To become familiar with the range of decisions implicit in strategic market planning at the corporate and strategic business unit levels, and to develop skill in using a variety of analytical frameworks for making new market entry and resources allocation decisions.
2. To develop an understanding of the complexity of markets and how the nature of competition in such markets is impacted.
3. To develop skill in organizing for effective strategic marketing and implementing strategic marketing plan for sustainable competitive advantage of the firm as a whole.
4. To develop students' abilities to critically analyze/evaluate marketing strategies.

TEACHING AND LEARNING APPROACHES

The lectures will enable students to develop generic attributes of knowledge and problem-solving in business through exposure to concepts, theories, tools, frameworks, models and contemporary issues/debates on marketing strategy. Although online/offline lectures is the instruction format, participation is still encouraged and expected.

A hands-on approach to learning and problem-solving will be used in this course where students will analyze a business environment in groups to retrieve, evaluate, and use relevant information from the environment; debate and negotiate outcomes; share information and knowledge for group-base independent and interdependent learning outcome. The group work will foster leadership, creativity, coordination and conflict management skills of students. Written reports of the analysis and solution, and oral presentation in the class will enable students to develop interpersonal communication skills, make adventurous decisions, and develop confidence necessary for business managers.

LECTURE SCHEDULE

Week	Lecture Topic*	Readings
1	Introduction to Business and Market Strategies	Ch. 1/17
2	Strategic Analysis – External Customer and Customer Analysis	2
3	Strategic Analysis – Competitor Analysis	3
4	Strategic Analysis – Market/Submarket; Environment and Strategic Analysis	4/5
5	Creating Advantage: Customer Value	6
6	Building and Maintaining Customer Value	7
7	Creating Valuable Customers	8
8	Mid Term Examination	
9	Brand Equity and Brand Relationships	9/10
10	Energizing the Business	11
11	Leveraging the Business	12
12	Creating New Businesses	13
13	Setting Priorities for Businesses and Brands	15
14	Harnessing the Organization/ Creating Value for Companies	16/17
15	Presentations	
16	Final Examination	
	*topics may vary according to time	

CONTENT

Note: Additional articles and examples will be available on Blackboard at the time.

ASSESSMENT

The assessment in this course aims to support your achievement of the learning objectives for both Discipline Knowledge and Other Graduate Capabilities. Assessment has been designed in order to allow you to:

- Receive feedback on your learning as you progress toward the development of knowledge, understanding, skills and attitudes; and
- Demonstrate your learning in order to achieve a final grade.

Summary of Assessment

Item	Title	Due Date	Weight
1.	Class Project Presentation & Report	Week 15	30% (10% presentation, 20% report)
2.	Mid Semester Examination	Week 8	30%
3.	Final Examination	Week 16	35%
4.	Class Participation		5%
		Total	100%

Details of Assessment

Additional details of all assessment items will be made available on the Blackboard.
 Assessment Item 1

Assessment 1: Group Project (30% of Final Grade; 10% Presentation, 20% Report)

- Purpose:** Assess students’ skills to analyze an industry, write a comprehensive report and present this report to their peers.
- Length or Duration:** 15 pages, 10-minute oral presentation.
- Group or Individual:** Group
- Optional or Compulsory:** Compulsory

Description:

An assigned company will be analyzed and presented by students in groups. Groups will be made up of 5 – 6 students.

Every student group should submit a report (certainly NOT a collection of loosely connected pieces of work completed by each individual member of the group) containing case analysis, strategic problem identification, recommended marketing strategy, implementation plan and control.

The written report and presentations will be due in week 15

The analysis should be presented to the instructor and acting as the Board of Directors of the company (other students in the class will act also as members of the BoD) for their consideration and possible approval. Fifteen minutes will be allocated for presentation followed by discussion. You should present your BoD with specific tasks or questions to stimulate this discussion. The presentation will also be evaluated by your student peers.

Students are required to attend ALL presentations, on time, at the end of the semester. All students are to complete a **peer assessment** (your assessment of you and each of your group members) at the end of the semester. Any significant differential in grade will be investigated and may result in a differential grade.

Assessment 2: Mid Semester Exam (30% of Final Grade) (online).

Purpose:	Test students' knowledge and understanding
Format:	Short answer questions.
Group or Individual:	Individual
Optional or Compulsory:	Compulsory
Examination Date:	TBA – set by the administration
Description:	The test will be held during the mid-term examinational week and will cover all materials for weeks 1-7 (inclusive).

Assessment 3: Final Examination (35% of Final Grade) (online)

Purpose:	Test students' knowledge and understanding
Format:	Essay and short answer questions.
Group or Individual:	Individual
Optional or Compulsory:	Compulsory
Examination Date:	TBA – time set by administration office
Description:	The final exam will test students' understanding and knowledge of the subject. Material from the second half of the semester is examinable – except one question.

Assessment 4: Class Participation (5% of Final Grade)

Purpose:	To ensure good class and learning environment
Format:	In class discussion.

Assessment Allocation:

- Attendance (will be taken twice every class). Late comers will be recorded
- **There will be Liberal Attendance Policy**
"Liberal Attendance Policy" means that the professor encourages students to attend voluntarily and actively participate in learning without forcing students to attend through attendance check. That is, attendance scores will not be solely used to reflect the participation score.
- However, since participation requires you to be present and prepared, 5 absences and more may impact your class participation grade.

If you know you will be absent, please let either the Professor or the Class Teaching Assistant know before the class – with your valid excuse. If absence is sudden, e.g, illness or urgent family reasons, please let the Professor or Class Teaching Assistant know after the class.

- Your attendance at class group presentations is required
Missing one class of presentations will result in 3% penalty

Miss your own group's presentation – 5% penalty and likely forfeiture of your presentation grade of 10%

- Negative Group Project Peer evaluations will **first** result in reductions of the class participation grade. Other differential grading will be done case by case.

Class Rules: There are few rules in this class – except respect for all. This means:

1. **Do not leave the class – unless by prior arrangement with the instructor. Leaving throughout the class is VERY DISRUPTIVE to the learning environment.**
2. **Active participation**
3. **Be prepared by reading assigned material for the class. This is the**

If for some reason this class is either 100% or a hybrid system, these rules could change to reflect the learning context.

Copyright Law: Materials and lectures in this course are protected by Copyright Law. Materials are presented in an educational context for personal use and study and should not be shared, distributed, or sold in print - or digitally - outside the course without permission. Electronic video and/or audio recording is not permitted during class unless the student obtains permission from the instructor. If permission is granted, any distribution of the recording is prohibited.

Anti-graft Law: Do not ask the instructor to change the grade unless there is a flaw in grading. Improper solicitation and graft for any matters are strictly prohibited by Anti-graft Law.