

**UNIVERSITY OF HOUSTON**  
**C.T. Bauer College of Business**  
**MARK 3339: Marketing Strategy and Planning (Fall 2012)**

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**Professor:** Dr. Vanessa Patrick

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(Preferable)

**Office:** 385J Melcher Hall

**Office Hours:** Tues/Thurs 1:00 p.m. – 2:00 p.m. & by appointment

**Class Time:** Tues/Thurs 10:00 a.m. – 11:30 a.m. (Room MH113)  
11:30 a.m. – 1:00 p.m. (Room MH113)

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**Course Description:**

This course provides you with the knowledge and the skills necessary to formulate and implement marketing strategies through critical analysis, application and communication. Marketing strategy is an analysis, planning, implementation and control process designed to satisfy customer needs and wants by providing superior customer value compared to alternative choices. Utilizing a hands-on approach to marketing planning and strategy implementation, you will analyze market behavior and match strategies to changing conditions. You will also use decision-based planning due to the frequent need to alter strategies for goods, services and markets. During the course, you will develop the skills to write a strategic marketing plan for any product or service from a customer-driven focus while achieving acceptable profitability objectives.

**Course Objectives:**

- Understand the importance of marketing strategy and analysis in product and service organizations, both domestic and international.
- Develop and implement dynamic business and marketing strategies for gaining and keeping a competitive edge by providing customer satisfaction, responding to constant change in the marketplace, developing new products and recognizing global competition challenges.
- Write and execute a strategic marketing plan.
- Evaluate the reasons for success or failure of a variety of marketing efforts.
- Apply marketing strategy and analysis principles to any selected business environment through hands-on decision-making and application of current business knowledge.
- Improve teamwork, leadership, listening, critical thinking, problem-solving and communication skills. Develop a professional and business-like attitude and cultivate a sense of responsibility for one's own behavior and learning.

**Required Course Material:** Class packet containing four cases published by Harvard Business School Press. Please pick up this packet from the Copycenter.

**Recommended Text:** O.C. Ferrell and Michael D. Hartline (2008), "*Marketing Strategy*" 4<sup>th</sup> Edition, Thomson South-Western Publishers.

**Recommended Reading:** Business Week, Wall Street Journal, Marketing News, Ad Age, Fortune and Adweek. Selected Harvard Business Review articles. (Please see me for specific areas of interest).

**Blackboard Vista:**

Lecture notes, some handouts, additional cases, links to external marketing websites, good books, etc. will be available on Blackboard. Please check the course postings on the Blackboard website regularly for class announcements and instructions. You should always check the postings here before coming to class – some postings may be crucial in ensuring that you are in step with the rest of the class. Please go to the website for a copy of all course handouts. Important handouts will be given to you in class and also posted on the course site. This site contains many things you will find useful over the course of the semester, including:

- Special announcements/corrections
- Course bulletin board
- Assignments
- Syllabus and course schedules
- PowerPoint slides
- Other fun and useful things

To access the Blackboard Vista course,

- 1) Go to <http://www.uh.edu/webct>
- 2) Click on the blue Blackboard Vista button
- 3) Enter your ID, as your User Name and your password as explained below. The system is case-sensitive, so be sure to type it exactly as shown above.

A student's initial password uses the format mmddyya! where mmddy is the student's birthdate with a 2-digit year, and the letter 'a' is the first letter of the student's last name. The exclamation point is part of the password and must be entered. For example, new student Joan Smith born on April 1, 1984 would have an initial password of 040184s!. WebCT user names and passwords are case sensitive.

If you need help, you can get help in four possible ways:

- 1) Online at <http://www.uh.edu/webct> and "Student Help".
- 2) In person in MD Anderson Library, Tech Commons on the main campus, Every day 8AM to 8PM excluding holidays.
- 3) By phone at 713-743-1411, Every day 8AM to 8PM excluding holidays.
- 4) By sending email to [support@uh.edu](mailto:support@uh.edu) with the student's full name, course name and number, section number, instructor's name and a description of the problem.

**Assessment:**

Your final grade in the course will be based on the following individual (70%) and group work (30%):

<b>Assignment</b>	<b>Percent of Total</b>	<b>Points Breakdown</b>	<b>Due Date</b>
In-Class Participation	<b>10%</b>	10%	Aug 28 <sup>th</sup> to Dec 6 <sup>th</sup> 2012
Midterms	<b>60%</b>		
• Midterm 1		30%	Oct 23 <sup>rd</sup> 2012
• Midterm 2		30%	Nov 29 <sup>th</sup> 2012
Team Strategic Marketing Plan	<b>30%</b>		
- Team names and members			Sept 6 <sup>th</sup> 2012
- Product proposal			Sept 13 <sup>th</sup> 2012
- Mid Term Presentation			Oct 16 <sup>th</sup> 2012 & Oct 18 <sup>th</sup> 2012
- Final Presentation			Dec 4 <sup>th</sup> & Dec 6 <sup>th</sup> 2012
- Write up			Dec 6 <sup>th</sup> 2012
<b>Total</b>	<b>100%</b>		

There may be an **extra credit** opportunity for participating in experiments run by the marketing department. The details will be provided during the class.

**A. CLASS PARTICIPATION (10%)**

Regular lecture attendance and active participation (especially during case discussions/in-class exercises) will enhance your chances of success. Learning is maximized when *all* participants come prepared to class by completing the readings and field assignments and actively participate in class discussions. Students are expected to read the assigned materials before each class (PowerPoint slides of each lecture will be posted on Blackboard before class). Several in-class assignments or field assignments and case analysis will be scheduled through the semester and the participation in these assignments contributes to the grade. To obtain a grade for participation you *must* attend class sessions (please let me know in advance by email or in writing if you cannot attend a session).<sup>1</sup> Guidelines for effective case analysis will be handed out and discussed in class.

A class participation rating of 2, 1 or 0 will be given to each student based on his or her contributions during each class. A 2 rating will be awarded to those students who provide excellent contributions to class discussions. A 1 rating will be awarded to those students who provide proactive, positive contributions to class discussions. A 0 rating will be awarded to those students who do not participate in class discussions or provide negative contributions. Class participation is based on both attendance and my impression of the quality and quantity of each student's contribution to the class discussion.

<sup>1</sup> Missing more than 10% of the classes may seriously affect your participation grade.

## **B. MIDTERMS (60%)**

Two midterms will be given to test students' understanding of key concepts discussed in the *class*. The midterms will emphasize only materials covered in the lecture and their applications, and students are recommended to use the textbook during preparation. Information from guest speakers and videotapes will not be on the exams, except where indicated. Each midterm will consist of a number of multiple-choice questions worth a variety of points (depending on level of difficulty) and/or short answers based on the materials covered in class or in the cases. However, the formats of the exams are subject to change. I will inform you of the format of the midterm during or before the review sessions.

Please note the following: If you miss class, you are still responsible for the materials assigned and discussed during that class period(s).

Make-up tests must be scheduled and approved in advance. If you miss a test, documented proof of an extraordinary circumstance(s) will be required in order to receive consideration for a make-up test. If a last minute emergency precludes you from taking the test, proper documents must be provided. Make-up tests that are not pre-arranged will be penalized 10 points. No documentation will result in an F grade for that test.

## **C. GROUP MARKETING PLAN PROJECT (30%)**

To further apply marketing concepts and enhance problem-solving and team-building skills you are to select a team of no more than 4-5 class members. The objectives of the group project are:

- To develop a marketing plan for a new or existing product, service or a line of products with an emphasis on the development of a new marketing mix.
- To develop an understanding of the synergistic effects of the marketing mix.
- To resolve issues and develop a plan within a team.

### Assignment

The class will be divided in groups of 4-5 students each and the groups will undertake to prepare and present a marketing plan. The first phase of the project will consist of identifying a category and conducting an industry analysis. The second phase will involve picking a firm within that industry and creating a marketing plan for a specific product, which could be a new product. As far as possible, I would expect to see the strategic marketing plan include the elements of the marketing plan outlined on Page 6. More details about the project will be discussed later in the class.

This final presentation will involve presenting the entire marketing plan for the product (industry analysis + marketing mix). Before the final presentation each group will be required to submit a printed version of their PowerPoint slides along with relevant notes / points. On the last day of class, all groups are required to submit a short (5-10 pages) write-up of their project. More details will be provided as the semester progresses.

### Peer Evaluation

Following the completion of your presentation, group members will be asked to assess the contributions made by each member. This assessment will be used to determine what

percentage of the group score each person will receive. See Peer Evaluation form on Page 8.

### Grading Criteria for Team Presentations

You will be graded on the following criteria for the in-class presentations:

- Communication Skills: Voice, Eye contact, Clarity, Posture, Professionalism
- Issue Analysis: A reflection of the strategic issues and challenges faced by the corporation as well as the creative resolution of these issues.
- Organization and Team Participation: Slides, Sequence, Time management, Transitions, Preparation
- Visual Appeal: Layout of Slides, Uniformity and Clarity
- Creativity and Innovation: In every aspect of the presentation.

### **General Policies and Procedures:**

1. Class will begin on time and conclude on time. Please do not be late. Consistent lateness will result in a drop in participation grades.
2. Class attendance and participation are indicative of your commitment and desire to succeed.
3. Talking on the phone, playing games, working on other course assignments, etc. during this class are a sign of disrespect and will not be tolerated. These types of pre-professional behaviors are not consistent with the Bauer College of Business Academic Standards.
4. If you have or are experiencing any difficulties, which will inhibit your performance in this class, please see me early in the semester.
5. Please turn off your cell phones prior to entering class.
6. Please review the schedule in this syllabus; you are responsible for keeping in mind when assignments, submissions and examinations are due.

### **ACADEMIC INTEGRITY**

Ethics and values are important in education. I will assume, unless there is evidence to the contrary, that you are an ethical student.

The University of Houston Academic Honesty Policy is strictly enforced by the C. T. Bauer College of Business. No violations of this policy will be tolerated in this course. Students are expected to be familiar with this policy, which is available at [http://www.uh.edu/provost/policies/uhhonesty\\_policy.html](http://www.uh.edu/provost/policies/uhhonesty_policy.html)

### **CLASS CALENDAR**

The tentative class calendar, including project deadlines, exam dates and dates for other exercises is being separately distributed. Due to uncertainties on both teaching and learning sides, it is impossible to predict the exact pace of coverage of all the course material, some minor changes may be made. It is your responsibility to keep abreast of announcements made in class or posted electronically on Blackboard in this regard.

## Strategic Marketing Plan Outline

- 1) **Executive Summary**<sup>2</sup> - A brief synopsis (one Page) of the Strategic Marketing Plan providing highlights of the situation analysis, objectives, strategies, and financial expectations.
  
- 2) **Situation Analysis**<sup>3</sup> - Relevant background data on the industry, competition, customer, marketing mix and the company's strengths, weaknesses, opportunities and threats by analyzing all facts and marketing research results.
  - i) **Industry/Market Analysis**
    - (1) Industry/Market size
    - (2) Trends
    - (3) Technological changes
    - (4) Legal/Regulatory issues
  - ii) **Competitive Analysis**
    - (1) Major players in the marketplace
    - (2) Market shares
  - iii) **Customer Analysis**
    - (1) Customer needs/perceptions
    - (2) Segments
    - (3) Trends
  - iv) **SWOT Analysis**
    - (1) Strengths
    - (2) Weaknesses
    - (3) Opportunities
    - (4) Threats

----- Stop here for Phase 1 Presentation -----

- 3) **Objectives**<sup>4</sup> - Desired accomplishments for a one-year period in quantitative, realistic terms.
  - Marketing Objectives**
    - i) Dollar and unit sales volume, including growth from the previous year.
    - ii) Market share
    - iii) Customer satisfaction
    - iv) Product line
    - v) Pricing
    - vi) Distribution
    - vii) Promotion

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<sup>2</sup> Include only in the final written report

<sup>3</sup> For Phase 1 presentations include only Section 2: Situation Analysis

<sup>4</sup> For Phase 2 presentations include only Section 3 (Objectives) and Section 4 (Marketing Strategy)

- 4) **Marketing Strategy** - Outline or “game plan” of how the objectives will be achieved, which includes target markets, desired position in each market, positioning statement, and the marketing program.
  - a) Segmentation
  - b) Target Market(s)
  - c) Positioning
  - d) Positioning Statement
    - i) For given target market, the product or service provides the most important benefit because of the most important supporting benefit(s).
  
- 5) **Marketing Program** (Execution of the Marketing Plan in detail): **4 P’s**
  - i) Product Strategy and Execution
  - ii) Pricing Strategy and Execution
  - iii) Distribution Strategy and Execution
  - iv) Promotional Strategy and Execution (include integrated marketing strategy, with examples of ads, promotional materials, etc)

**Team Strategic Marketing Plan Peer Evaluation  
(Confidential)**

Please complete the following Team Strategic Marketing Plan Peer Evaluation for the group project. Divide 100 points among your team members in accordance with their contribution to your team assignment. Include yourself in the distribution of points. For example, if your team had four team members and each member contributed equally to the project, the team members would each earn 25 points (25 x 4 =100). If your team members did not contribute equally, then give each person the number of points that you feel fairly represents each member's contribution.

Team Name:  
\_\_\_\_\_

Project Name:  
\_\_\_\_\_

Your Name:  
\_\_\_\_\_

Names of Team Members	Points
	Total 100

Comments: Please feel free to comment on the contributions of individual team members to the Strategic Marketing Plan project.