

Course: BUS 545, Strategic Marketing Management

Class: Online, Mondays 6:30 - 9:30 pm
August 26, 2024 – December 9, 2024

Instructor: Violet Z. Christopher, MBA,
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Marketing

Email: violet.christopher@csuci.edu

Office Hours: Office Hours:
Mondays 5:00 - 6:00 Mondays, on Zoom
Please email in advance to secure set time

Instructor Communication Policy:

Please email me your concerns and questions, I will respond within 24 hours Monday – Friday, I may not be available to respond on a weekend, but please leave a message and I will respond on Monday. I will hold office hours from 5:00 to 6:00 on Mondays before class. Please email me to set up an appointment.

**THIS SYLLABUS IS SUBJECT TO CHANGE. You will be promptly notified of any changes. **

Course Description and Objectives

The primary objective is to develop skills and gain experience in analyzing a business’s situation and then formulating, implementing, and monitoring marketing strategies in a competitive environment. Focuses specifically on issues such as selecting segments in which to compete, developing meaningful points of differentiation and positioning statements, allocating resources, designing products, setting and managing prices, developing and managing distribution strategies, and developing and managing promotion strategies. Analysis related to these topics will be carried out through cases; application of the processes in discussion will be illustrated through a marketing strategy simulation game

Program Learning Outcomes:

- to analyze marketing opportunities and strategies
- to recognize the relevance of short and long-term marketing planning
- to develop your critical thinking skills
- to develop creative marketing strategies
- to analyze situations and develop sound solutions which you can substantiate
- to develop your interpersonal communication skills
- to use your listening skills, written communication skills and presentation skills
- to develop your team building skills
- to increase the quality and detail of your work output, and to increase the creativity of your work output.

- to appreciate the importance of a vision and purpose and how to employ marketing strategies that align with and help achieve that purpose.
- to understand corporate culture and how it impacts marketing performance.
- to create a value proposition that drives your marketing plans
- to explore the relationship between strategic management and strategic marketing and how to develop this relationship so that the symbiosis improves corporate performance and sustainability.

*By the successful completion of this course, your **course** learning outcomes will enable to you*

- Develop sound marketing strategies.
- Have a clear understanding of the marketing tools that are available to businesses.
- Explain how a company can utilize marketing to achieve its goals.
- Assess a company's use of marketing and make recommendations for improvement.
- Present your ideas in a cogent manner utilizing the tools of strategic marketing management

Some of the most important topics or projects covered in this course:

- A selection of required weekly Articles and Videos has been provided representing a gamut of topics regarding the evolution and current landscape of 21st Century business, leadership and marketing.
- Several case study analyses
- Weekly discussions and critiques of current issues in marketing strategy.
- Students' collaboration on a simulated consulting exercise. Each team will use critical thinking and have 80 minutes to analyze a new business situation. Each team will be required to select optimal marketing strategies to improve the organization's performance. A 10- minute PowerPoint presentation will be due at the end of 80 minutes. Members of each team will integrate theory, concepts, and models from the class and use critical thinking to develop their recommendations.

Course Requirements

- **Prerequisites** - Consent of Extended University Director is Required for Enrollment
- **Required Materials and Texts** – Harvard Business Review case studies will be required, available for a minimal fee of \$4.95 each.

Grading Criteria

- Objective exams: There will be two exams covering course material.
- Weekly discussions will focus on assigned readings and videos.
 - Students are expected to have finished all readings and other work assigned for each class period, and to be able to offer informed and thoughtful comments in

class discussion.

- Each member of the class should be fully conversant in the material.
- You may miss one class session without explanation or penalty. If you participate in all class sessions, your lowest score will be dropped.

- Assignments, varying in style, may also be included to ensure we learn using a variety of learning styles - visual, auditory, kinesthetic and reading/writing learning.
 - An in-class activity cannot be made up. They are designed to be collaborative efforts with your classmates.
 - Students will also work in teams to create a value proposition for a product or service of their own design.
- Harvard Business Review case studies will be featured.

Schedule of Assignment

Below are tentative due dates for major assignments/exams,

Exams and Assignments	Description	Due Date
Case Altius	Written Case Analysis	September 22, 2024
Exam 1	Short answer exam	October 7, 2024
Case Catalina	Written Case Analysis	October 20, 2024
Case Liquid Death	Oral Presentation	November 17, 2024
Exam 2	Short answer exam	December 9, 2024

GRADING SCALE:

- Grades are calculated as follows:

Grade	A	A -	B +	B	B -	C +	C	C -	D	F
Points	94-100	90-93.9	88-89.9	83-87.9	80 – 82.9	78 –79.9	73 –77.9	70 –72.9	61-69.9	< 60

GRADING COMPONENTS:

Component	Points
Discussions	30
Exams and quizzes	20
Case studies	20
Written assignments	20
Surveys, participation, attendance	10
Certificates (extra credit)	3
Total	103 points

- To attain the highest grade possible, it is important to stay informed of your progress throughout the semester. A gradebook is included on our course shell in Canvas for your convenience. Do not wait until the last minute to become concerned about your grade.
- To assess how you are doing, at any time, click on the grades tab and your average will be displayed.

ON TIME PHILOSOPHY:

- Timely feedback helps improve learning. I, therefore, provide prompt scoring and answers. Feedback is designed to help students review the previous week's work in a timely fashion. **All assignments, unless otherwise modified, are due by Sunday night at 11:59 pm. Late assignments will be accepted at a 25 % deduction for a 24-hour period until Monday nights at 11:59 pm.** All grading will be completed by the following Monday, at 11:59 am; in most cases it will be completed by the weekend, when most students focus on their studies.
- Once grading has been completed, you will receive a notification. At that point, take a look at your scores as your grades will be visible. Once you begin the following week's work, they will be hidden again until the next week's work is graded.
- To facilitate the learning of soft skills and to serve as motivation, 3 points in extra assignments (beyond the 100 points) are included. These points are already included in the curriculum. You cannot go back to make up an assignment we've already completed in class, but you can make up the points moving forward and completing all upcoming assignments.
- Please don't ask to be bumped if you find yourself at the cusp of the next grade increment. You have already been accommodated with the extra credit points I have built into the curriculum
- Please do not email any assignments. Assignments will only be accepted within the time period designated on the assignment. The reason for the late assignment does not matter – you forgot, you were not feeling well, your computer crashed, the Internet went down, you had a family emergency, or you thought it was due at some time other than 11:59 pm on Sundays. You have a full week to complete a modest amount of work. Start early, and you will have time to recover from a last-minute, unanticipated circumstance.
- All written assignments must be submitted in MLA format. Details are provided on our Canvas shell.

GRADING RUBRICS:

- Grading rubrics will be included online on Canvas. Refer to the rubric for guidance to ensure you don't lose unnecessary points.
- I have also included a Students Resources module and a Get Started: The Basics module. These modules will familiarize you with Canvas navigation, course rationale, grading, Campus resources, MLA formatting and more. It must be completed before any other modules are opened to you. If you cannot take the first quiz it is because you have not completed the Get Started module.

GRADE REBUTTALS:

- Students are responsible for checking their grades on Canvas to ensure they are accurate. Canvas notifications are sent to your email once your assignments are graded. Please be sure to set your notifications for this course. Your instructor will consider all grades on Canvas as final 48 hours after those notifications are sent. Any questions regarding your grades must be brought to my attention within 48 hours including your final course grades. No concerns after 48 hours will be considered.

Attendance and Participation Policy

If your syllabus includes an attendance policy, please add this language:

For absences with extenuating circumstances related to a medical condition or disability for which you may require reasonable accommodation, please refer to the Disability Statement.

Class Recording Policy

Students may not record (audio or video) in this class except in accordance with approved ADA accommodations. Any recordings made in connection with a disability accommodation are for the student's personal academic use only and may not be distributed in any manner to any other individual. CFA additional note to faculty: You may feel otherwise and take a different position. In fairness, your students should understand and know your position, as they may be recorded if someone else allows them to record a class session.

Resources for Students of All Abilities

If you are a student with a disability requesting reasonable accommodations in this course, please visit Disability Accommodations and Support Services (DASS) located on the second floor of Arroyo Hall or call 805-437-3331. All requests for reasonable accommodations require registration with DASS in advance of needed services. You can apply for DASS services. Faculty, students, and DASS will work together regarding classroom accommodations. You are encouraged to discuss approved accommodations with your faculty.

Campus Public Health Requirements

County Department of Public Health to promote safety during the COVID-19 pandemic for CSUCI students, employees, and visitors on the campus, to help prevent and protect themselves and others from the spread of the virus. Students are required to adhere to all health and safety requirements outlined on the University's website regarding COVID-19, including wearing masks properly during each class session. Failure to do so may result in removal from the classroom and, in keeping with CSU policy, the student may also be denied access to campus/programs.

Civil Discourse

It is recommended that you include information on your syllabus as to appropriate communication in your course (i.e., cell phones/laptops, email policy, participation requirements, etc.). Please review Ch. 7 and 9 in the Recognize & Refer Handbook for more information and ideas on how to respond to disruptive behavior. *You may wish to include the following statement:* "All students, staff, and faculty on our campus are expected to join in making our campus a safe space for communication and civil discourse. If you are experiencing discomfort related to the language you are hearing or seeing on campus (in or out of classes), please talk with a trusted faculty or staff member. Similarly, please consider whether the language that you are using (in person or on Canvas) respects the rights of others to "engage in informed discourse and express a diversity of opinions freely and in a civil manner" (language from Academic Senate Resolution SR 16-01, Commitment to Equity, Inclusion, and Civil Discourse within our Diverse Campus Community). In addition, students whose conduct adversely affects the learning environment in this classroom may be subject to disciplinary action. Students that disrupt this course may receive a verbal and written warning from the instructor, they may be excused from the class for the day, they may be excused from the class for up to one class period, and/or they may be referred to the Dean of Students office for further review and possible disciplinary action."

Academic Dishonesty

By enrolling at CSU Channel Islands, students are responsible for upholding the University's policies and the Student Conduct Code. Academic integrity and scholarship are values of the institution that ensure respect for the academic reputation of the University, students, faculty, and staff. Cheating, plagiarism, unauthorized collaboration with another student, knowingly furnishing false information to the University, buying, selling, or stealing any material for an examination, or substituting for another person may be considered violations of the Student Conduct Code. If a student is found responsible for committing an act of academic dishonesty in

this course, the student may receive academic penalties including a failing grade on an assignment or in the course, and a disciplinary referral will be made and submitted to the Dean of Students office. For additional information, please refer to [CSUCI's Academic Dishonesty Policy](#).

Academic Integrity is required. Students are encouraged to discuss cases, readings and assignments in and outside of class. However, all assignments should reflect your thinking and writing. Ideas that are not of the author must be referenced in a consistent manner so that credit can

accrue to the original sources. University policy specifically prohibits cheating, plagiarism, misrepresentation, and collusion. Academic dishonesty will result in a failing course grade plus any other academic sanctions allowed by the university policy. Written assignments may be screened using Turnitin or some other plagiarism detection services that compare the work against a large database of past work.

Additional Student Resources

- ***Emergency Intervention and Basic Needs***

If you or someone you know is experiencing unforeseen or catastrophic financial issues, skipping meals, or experiencing homelessness/housing insecurity (e.g., sleeping in a car, couch surfing, staying with friends), please know that you are not alone. There are resources on campus that may assist you during this time. The Dolphin Pantry is currently located in Arroyo Hall and offers free food, toiletries, and basic necessities for current CI students. For additional assistance, please contact the Dean of Students office at (805) 437-8512 or visit Bell Tower 2565. Please visit the website for the most up-to-date information on the Basic Needs Program at CI: <https://www.csuci.edu/basicneeds/>.

- ***Counseling and Psychological Services (CAPS)***

CAPS is pleased to provide a wide range of services to assist students in achieving their academic and personal goals. Services include confidential short-term counseling, crisis intervention, psychiatric consultation, and 24/7 phone and text support. CAPS is located in Bell Tower East, 1867, and can be reached at 805-437-2088 (select option 2 on voicemail for 24/7 crisis support; or text “Hello” to 741741); you can also email us at caps@csuci.edu or visit our website at <https://www.csuci.edu/caps>.

- ***Writing & Multiliteracy Center***

The Writing and Multiliteracy Center (WMC) provides all CI students with FREE online support services and programs that help them become more effective writers and communicators. WMC peer consultants help students at any stage of the composition process in any discipline for writing or speaking (such as online slideshow presentations). Students are also welcome to bring in other types of non-academic or creative work. WMC professional consultants are CI faculty who can help students working on graduate-level writing or personal and research statements required for graduate school applications. WMC tutors can also help those who want to talk about or wish to learn new skills in speaking in academic or online contexts. Students can drop in for a 30 min tutorial session or ask for one-hour sessions for longer projects. Make an appointment by visiting <http://www.csuci.edu/wmc>.

- ***Title IX and Inclusion***

Title IX & Inclusion manages the University’s equal opportunity compliance, including the areas of affirmative action and Title IX. Title IX & Inclusion also oversees the campus’ response to the University’s nondiscrimination policies. CSU Channel Islands prohibits discrimination and harassment of any kind on the basis of a protected status (i.e., age, disability, gender, genetic information, gender identity, gender expression, marital status, medical condition, nationality, race or ethnicity, religion or religious creed, sexual orientation, and Veteran or Military Status). This prohibition on harassment includes sexual harassment, as well as sexual misconduct, dating and

domestic violence, and stalking. For more information regarding CSU Channel Islands' commitment to diversity and inclusion or to report a potential violation, please contact Title IX & Inclusion at 805.437.2077 or visit <https://www.csuci.edu/titleix/>.

Preferred Pronouns

Students have the option to update their chosen/preferred name, pronouns, and gender identity through their myCI portal, within CI Records. Additionally, students may request to change their email address to match their chosen name. Click the menu items below for more details. Visit the [Registrar's Gender Identity and Pronouns](#) page for instructions.

- ***Campus Tutoring Services***

You are encouraged to make early and regular use of campus tutors and/or peer-led study groups. For campus tutoring locations, subjects and hours, go to: <http://go.csuci.edu/tutoring>.

- ***Digitally Accessible Course Materials--ALLY***

CSUCI is committed to providing you with the best learning experience possible. With this goal, we have activated ALLY in your Canvas courses. ALLY is a product that focuses on making digital course content more accessible to all students. You will now be able to download most course files in the format that fits best with your learning needs; PDF, HTML, .EPUB and Audio files are now available for most content items. To learn more about the formats available as well as what each format offers visit Ally Support. Should you have any questions or experience issues while using ALLY, please contact [ITS Solution Center](#) at (805) 437-8552.

FALL 2024 – BUS 545 COURSE SCHEDULE

This syllabus is subject to change so follow the detailed resources and assignments available on Canvas.

Week	Date	Chapter Discussion
1	Aug 26 – Sept 1	Introductions/Review; Syllabus Marketing Myopia - Levitt What is Strategic Marketing Management? Gatorade
2	Sept 2 - 8 NO class Sept 2	Communication; Big, Hairy, Audacious Goal (BHAG)-Collins Stockdale Paradox; First Who Monday, Sept 2, 2024, is Labor Day – no class
3	Sept 9 -15	Building a Competitive Advantage and Segmentation
4	Sept 16 - 22	Leadership; Transformation vs Transactional Leadership
5	Sept 23 - 29	Competitive Advantage and Positioning Case: Altius Golf
6	Step 30 -Oct 6	Emotional Intelligence and Innovation
7	Oct 7 - 13	Product and Brand Equity Exam 1
8	Oct 14 - 20	Building Diversity and Strong Teams
9	Oct 21 - 27	Place and Distribution Case: Catalina in the Digital Age
10	Oct 23-29	Empathy
11	Oct 28 - Nov 3	Pricing Strategy
12	Nov 4 - 10	Promotional Strategy
13	Nov 11 -17	Branding Presentation Empowerment
14	Nov 25 – Dec 1	Leadership; Power and Influence Happy Thanksgiving
15	Dec 2 - 8	Exam 2
16	Dec 9	Last day