
MARKETING STRATEGY in Fall 2020 (BA5041)

Course Code	BA5041	Professor(s)	Evelyn Odonkor
Prerequisites	None	Office Number	G-2A04
Class Schedule	T: 09:00-10:35 in G-102	Office Hours	By appointment
Credits	2	Email	eodonkor@aup.edu
Semester	Fall 2020	Office Tel. Ext.	642

Course Description

COURSE DESCRIPTION:

This course examines basic marketing concepts and tactics used in strategic marketing decision making.

We begin with an overview of principles of marketing, then provide an overview of the current and ongoing issues and challenges facing marketers today. The objective is to acquire a better understanding of concerns related to marketing a product or service, the challenges involved and the strategies available to address these issues and overcome the challenges.

We'll use basic marketing concepts and principles to assist students to acquire valuable knowledge and skills for effectively planning, implementing, and controlling marketing activities. At the end of the course students should be equipped with tools for strategic decision-making that will lead to achieving and sustaining competitive advantages in the marketplace.

I believe marketing is best understood by doing, thus this course is highly participative. Roughly 25% of class time focuses on traditional lectures with the balance of class time devoted to activities, discussions and presentations. You will learn from your fellow students as much as from lectures and outside reading. Course lectures will focus on the theoretical underpinnings of marketing.

You will get as much out of the course as you put into it, so please be prepared to work hard as there is no sustainable shortcut for success, either in life or in this course!

CORE THEMES:

- The marketing environment

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- Creating the consumer
 - Segmenting, Targeting and Positioning
 - Creating Customer Value
 - Marketing in the age of Alexa
 - Consumer behavior and the buying process
 - Communications strategy
 - Creating a Competitive Strategy

Course Learning Outcomes

Be familiar with key issues and concepts in international marketing and understand why and how marketing should adapt to its market environment

Acquire effective critical thinking skills, be able to apply these skills to complex international issues, and develop a culturally sensitive awareness of marketing issues.

Be able to dissect, analyze and apply theories and concepts to international marketing problems and opportunities.

Understand and apply various theoretical, conceptual, and pragmatic approaches to global marketing decision making in a variety of business and environmental contexts.

General Education

Course Outline

Course Schedule

CLASS SESSION	TOPIC	Articles and Cases to read before class

September 29	Introduction: Principles of Marketing	
October 6	Tactics: Creating the consumer	Watch Century of the Self Century 1 & 2 • Happiness Machine • The Engineering of Consent https://youtu.be/eJ3RzGoQC4s
October 13	Tactics: Managing the consumer	Watch Century of the Self Century 3 & 4 • There is a Policeman Inside All of Us • Eight People Sipping Wine in Kentucky https://youtu.be/eJ3RzGoQC4s
October 20	Strategy Formation	Read: • Framework for Marketing Strategy • Core-Curriculum: Segmenting and Targeting
October 27	Positioning	Read: • Core-curriculum: Brand Positioning • Case: Does Mattel's Iconic Barbie have a makeover?
November 3 EXAM 1	Creating Customer Value	Read: • Core-curriculum: Creating Customer Value Review and master all the information assigned readings and lectures since this class, including the articles assigned for this exam will consist of multiple-choice questions
November 10	Customer Value, Consumer Behavior and the Buying Process	• Core-Curriculum: Consumer Behavior and the buying process • The Mobile Shopping Process
November 17	Tactics: Managing Communications	• Marketing communication
November 25	Competitive Strategy	• Core-Curriculum : Competitive Strategy

		• When Marketing is Strategy
December 2	Product Policy	• • Core-Curriculum : Product Policy • Chase Sapphire
December 9	Modern Marketing	• • 10 Principles of Modern Marketing • How Marketers Can Start Integrating Work.
December ?? Check the final exam date set for this class	Please review all the lectures, articles and cases. The exam will be in the form of multiple choice questions. Be sure to check the exam time and room before the exam date and location.	

The course reading pack is available for purchase at: <https://hbsp.harvard.edu/import/761424>

Textbooks

This course doesn't have any textbook.

Attendance Policy

Covid-19 temporary amendments:

Students studying at The American University of Paris are still expected to attend ALL scheduled classes. Due to special circumstances related to the Covid-19 pandemic, students will have the option of attending some classes online either in a synchronous or asynchronous format. In general, students are expected to attend at least one class a week in a synchronous format.

format by either being physically present or logged in via the TEAMS online platform during class. It is still the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus.

COURSE ATTENDANCE:

Attending all class sessions will allow the student to have solid understanding of the course content, leading to successful completion of the course. Thus, students who want to pass the course are expected to attend all class sessions, read and understand the required material before each class and participate in class discussions. In case you have to miss a course, please take the following steps:

- Inform your group if you are responsible for a presentation that day in class and be sure that another group member can cover your role.
- Ask a member of your group to collect any handouts during the missed session and to brief you on the activities and discussion that took place during your absence, as well as the assignments required for the following session.
- Bring a doctor's note or some other form of documentation to justify your absence.
- Multiple absences may be referred to the Student Affairs office for approval. Significant absences, even if excused, will have a negative impact on your final grade.

Attendance will be taken in the first ten minutes of the course. Attendance may be taken verbally or through a sign-in sheet. If a sign-in sheet is used, it is the student's responsibility to sign in. In general, students are expected to avoid disturbing the class by arriving late and leaving early. Please avoid unnecessary departures while the course is in session.

Please bear in mind that **students with two or more unexcused course absences may not pass the course.**

AUP ATTENDANCE POLICY:

Students studying at the American University of Paris are expected to attend all scheduled class sessions. Students should consult the complete attendance policy in the summer catalogue.

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The French Department has its own attendance policy. Students are responsible for

compliance.

Attendance at all exams is mandatory. There will be no make-up work or exams in this class

Student Affairs will *recommend* that a professor excuse an absence for the following reason only: Involuntary absences due to illness or personal emergencies, upon presentation of documentary proof of illness or emergency.

Religious and National Holidays:

Due to the large number of nationalities and faiths represented at the University, religious and national holidays (other than those on the academic schedule) will not be excused by Student Affairs.

Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Lateness to course meetings:

If a student arrives at course meetings more than 10 minutes late without documentation for one of the above scenarios, it will be considered an *unexcused* absence. All documentation must be submitted to the Office of Student Affairs within ONE WEEK following the first day of the absence.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR RESTS SOLELY WITH THE STUDENT.

Whether an absence (excused or unexcused) is accepted or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive excused and unexcused absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An

instructor may recommend the withdrawal of a student whose absences from any course, **excused or not**, have made it impossible to continue in the course at a satisfactory level. The professor may consult with Student Affairs for additional information.

Students must be mindful of this policy when making their travel arrangements, and **especially during the Drop/Add and Exam Periods**.

ENGLISH LANGUAGE PROFICIENCY STATEMENT:

As an Anglophone university, The American University of Paris is strongly committed to effective English language mastery at the undergraduate level. Most courses require scholarly research and formal written and oral presentations in English, and AUP students are expected to strive to achieve excellence in these domains as part of their course work. To that end, professors include English proficiency among the criteria in student evaluation, often referring students to the university Writing Lab where they may obtain help on specific academic assignments. Proficiency in English is monitored at various points throughout the student's academic career, most notably during the admissions and advising processes, while the student is completing general education requirements, and during the accomplishment of degree program courses and senior theses.

Grading Policy

Please bear in mind that **students with two or more unexcused course absences may not pass the course.**

Missing a homework deadline or presentation will result in a failing grade for that item.

If a student is signed in on the attendance form and is not present in the course, it is a violation of the university's academic integrity policy and will result in a failing grade, as well as a referral to the office of academic integrity.

INSTRUCTIONS FOR ASSIGNMENTS

Cases: Individual assignment

- **Identify the major issues in the case:**
 - Why is there a problem in this company?
 - What are the 3 core problems in the case?
 - What is causing the problem?

Please note that the issues are not always identified in the case. You have to think.

Type your work (1page maximum), turn it in on Blackboard (for record keeping).

Articles: Interactive Presentation and discussion (30 minutes)

1. Overview of the main ideas of the article or documentary (with class involvement)
2. Discuss and analyze the contents of the article or documentary.
3. Ask thought provoking questions about the issues or information presented in the article.
Thought provoking questions, are questions that spark debates and require the audience to think deeply about the response. These questions are related to the topic being discussed but not directly from the article.
4. You must do additional research to complete or update the information the article provides.

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5. You may also share information from your own experience.
 6. Do not hesitate to include a practical application of the concepts presented when possible.
 7. Conclude your presentation with a **well thought out** explanation of what you learned from the article. You have to **think deeply** about the article (or documentary) and discuss its implications. What you learned means: what is the significance of the information in the article. What did you get out of the article? Why is the article you read important? This is NOT A SUMMARY of the article but a deep reflexion on the ideas provided in the article or documentary and the questions it may have raised in your mind or what the information provided made you realize...
 8. Always ask SO WHAT? You must demonstrate a clear understanding and mastery of the information you've been asked to present.
 9. Present 1 exam question that will demonstrate that students have understood and can apply the contents of this article in a real situation.

Submit the PowerPoint slides you prepared for your presentation on Blackboard before 8h55am on the day of your presentation.

Homework, classwork & Exams

There will be no make-up work (homework, classwork or exams) in this class.

Final Exam

The final exam (exam 2) will cover everything that we've covered in this class since exam 1, and in the form of short answer questions.

GRADING:

Individual work.....80%

Attendance & Participation (including hmwk).....20%

2 Exams (each worth 20%).....	60%
Group Work.....	20%

Student Performance will be evaluated based on the following factors:

Participation score: will be based on attendance and participation in class discussions and in-class activities. This score is based on the quality of the students' contribution not the quantity of it. High scores will be awarded to students who consistently demonstrate that they have read (or watched) and thought through the required assigned materials.

- Attendance: this is not simply a matter of being present, but also involves arriving on time and being prepared for each course session. Please bring the assigned reading materials including printouts of the cases to be discussed to class.
- Course Discussions: Various activities, full class and small group discussions are an essential part of the learning experience in this course. Actively participating in these exercises by providing input and feedback to other students and by listening when other students are speaking will enhance your learning.

Exams and Assignments

- : There will be three exams during the semester, each worth 20% of the final grade. Each will cover all the readings, lectures, videos and class discussions (during a specific period) and in multiple choice and/or short answer format.
- : These must be submitted on Blackboard before the course commences on the due date and you must also bring a printed copy to class.

Excellent	Good	Satisfactory	Unsatisfactory
100-95 A (4.0)	89-87 B+ (3.4)	79-77 C+ (2.4)	69-67 D+ (1.3)
90-94 A- (3.7)	86-84 B (3.0)	76-74 C (2.0)	66-64 D (1.0)
	83-80 B- (2.7)	73-70 C- (1.7)	60-63 D- (0.7)
			Under 60 F (0)

To give you a better understanding of what the grading scale means, let's take a quick look at the typical student profile for each category:

Excellent: Reserved for students that display superior quality and outstanding performance throughout the course, including the extensive use resources other than the textbook and assigned readings to complete assignments and presentations. An 'A' student is one who regularly reads the supplementary material and incorporates it into their work. The student participates fully in course discussions and group activities, maintains excellent attendance, and performs extremely well on course exams. An 'A' student is highly motivated to learn the material and completes the course readings in advance of the lecture, showing strong skills in critical thinking, global learning, and exceptional informational literacy on all of the assignments, projects and exams. The student also takes a leadership role in the group projects and consistently responds to the presentations of other student groups. My goal is to see every student perform this well.

Good: The student provides work that is above average in quality. He or she maintains good performance on exams and in class discussions, including the effective use of assigned readings and above average course participation. Occasionally refers to supplementary readings and other external sources. Assignments are turned in on time and to a good level of quality. There is some evidence of additional research and critical thinking on core topics. Attendance, while not perfect, is still good. The student shows evidence of critical thinking, global learning and information literacy through their engagement in the course.

Satisfactory: Adequate and acceptable work in meeting course requirements and average performance in assignments, exams and projects. There is little use of external resources beyond the required texts. The student shows some engagement with the course, but participates at a minimal level. He or she meets the minimum attendance requirements, displays some critical thinking, global learning and/or information literacy in assignments and group projects.

Unsatisfactory: Failed to meet basic course requirements, below average performance and attendance. Such students often show up late to class, are often unprepared for class, and/or are frequently absent. The student is rarely prepared for group presentations or discussions. Assignments are missing, late, or copied or paraphrased directly from Wikipedia. The student probably spends an inordinate amount of time in class on their smartphone or other devices unrelated to the course. Such students are encouraged to withdraw and try again when they have improved their academic skills or they are able to put more effort into their studies.

A significant amount of studying outside of the course meetings is expected from all students who expect a 'B' grade or higher in the course. This means AT LEAST two hours of reading, group work and research outside of class for every hour you spend in class - much more if the expected grade is an 'A'. I expect students to use resources other than the required materials to complete assignments. Outstanding and good performance will be awarded to those students who go beyond the required and suggested readings in their final projects, assignments and presentations.

Students with unsatisfactory performance will be notified at the midterm point so that we may mutually assess the likelihood of successful course completion. If you receive a 'C' or below at the midterm point, contact me for an appointment. Often times, we can work out an academic study plan to get you back on track.

COURSE POLICIES:

1. **Laptops & Mobile Phones:** Laptops should only be used for note-taking and connecting to TEAMS. **Mobile phones are to be turned off and put away at all times while class is in session. Please do not send or receive text messages during class, even on silent mode.** Moreover, mobile phones are not allowed in the room during exams under any circumstances. Students found to be using a mobile phone or other electronic device during exams will be asked to leave and will automatically receive a failing grade. No exceptions.
2. **Communication:** We will use Blackboard for this course. Students are expected to check the Blackboard site, as well as their AUP email during the course for updates. All assignments will be posted here as well as course reader materials and other resources.
3. **Assignments:** Students are expected to turn in all course assignments on time. Late submissions will not be accepted unless prior arrangements are made or the process for emergencies is strictly followed. In any case, late assignments, whatever the reason, will receive 10 points below the lowest mark received on the assignment.
4. **Food and Drinks:** Students may drink beverages in class but may not eat, since this hinders the students' ability to participate fully in class discussions.

5. **Professional Behavior:** Students are expected to behave in a professional manner at all times during the course. Disruptive behavior, academic dishonesty on assignments or exams (including copying another student's work, plagiarism, or using instructor grading keys) will result in a failing grade for the assignment or exam in question. Other disciplinary actions up to, and including, removal from the course may also result from violating course and university policies. Please uphold professional standards at all times while you are in the university program.

Other Policies: For all other policies and procedures, students are bound by the University's general policies and procedures. Copies of the University policies on absences and academic dishonesty were given to each student at registration. Students are responsible for adhering to these policies.

Other
