



DOANE UNIVERSITY SYLLABUS

Course Title	Strategic Marketing
Course Number	BUS 641
Number of Credits	3
Course Dates	Summer 19
Instructor	Dr. Debora Sepich
Email Address	Deb.Sepich@Doane.edu
Office Hours/Availability	8:00 AM-5:00 PM CST M-F or by Appt
Phone Number	503-577-9436
Textbook Information: (e.g. title, edition, publisher, ISBN)	Strategic Marketing Management Alexander Chernev 8th Edition ISBN 978-1-936572-19-9
Additional Course Materials	None
Course Description	Introduces students to the analytical concepts and tools of marketing management. Special emphasis placed on the critical relationship between marketing and the overall company strategy, development of a customer orientation, integration of marketing throughout an organization, and the implementation of systems for planning and controlling the marketing effort. Students consider problems of consumer analysis, product planning, integrated communications, distribution and pricing.
Program Outcomes	Graduates will demonstrate an understanding of strategic planning and vision setting in a global environment Graduates will be able to communicate and critique, verbally and in writing, complex business strategies
Course Learning Outcomes/Objectives	1) Understand the relationship and differences between business and marketing strategies,

	<p>2) Develop a business model and interpret the value management process,</p> <p>3) Create an optimal value proposition utilizing your knowledge of the three value exchange frameworks,</p> <p>4) Compare and apply pricing models within a marketing plan,</p> <p>5) Develop a strategic marketing plan to streamline integrated business analysis and market planning, and</p> <p>6) Develop a process to move from creativity to valued innovation as it applies to business modeling.</p>
Technology Requirements	https://www.doane.edu/faq/minimum-computer-requirements

Course Schedule

	Topic	Content	Assessments Matched to Learning Outcomes	Due Date & Time
(e.g. 1)	(e.g. What is economics?)	(e.g. Read Chapter 1 and 2, view video, guest speaker	e.g. Vocabulary quiz (LO1) Problem set (LO3) Case study	e.g. Week 2 by 6 p.m.
Week One	Marketing as a Strategic Discipline	Read Chapters 1, 2 and 19	Assignment 1: Right side of Canvas: (MO 1) Assignment 2: Left Side of Canvas (Steps 5,6,7, and 8) (MO 2) Assignment 3: Business Model Canvas Final (MO1 and 2)	Assignment 1 Wed May 22 Assignment 2 Thurs May 23 Assignment 3 Sunday May 26

			Discussion Board: Business Model Canvas	Discussion Board Wed- Sunday
Week Two	Creativity and Innovation in Business	<p>Readings Chpt 3 from Strategic Marketing Management</p> <p>Koslowsky, S. (2001). The marketing cube.</p> <p>Video <i>Mini-Lecture: G- Stic Model Framework</i></p> <p>Selected Videos</p>	<p>Assignment 1: G- STIC model framework (MO2)</p> <p>Discussion Board 1: Innovation and Creativity in Industry (MO 1)</p> <p>Discussion Board 2: Personal Creativity (MO 3)</p>	<p>Assignment ! Sunday June 2</p> <p>Discussion Board 1 Wed 29-Friday 31</p> <p>Discussion Board 2 Thursday 30- Saturday 1</p>
Week Three	The customer and the Value Proposition	<p>Readings Chpts 4, 5, & 18 from Strategic Marketing Management</p> <p>How to Spot a Value Proposition Link</p>	<p>Assignment 1 G-STIC framework: Goals & Strategy (MO1)</p> <p>Discussion Board: Value Proposition Discussion (MO 1)</p> <p>Assignment 2 Reflection: Goals and Strategy</p>	<p>Assignment 1 June 8</p> <p>Discussion Board Wed 5 through Sat 7</p> <p>Assignment 2 June 9</p>
Week Four	Company Value and Collaborator Value	<p>Readings Chpts 6, 7, 8, 9, & 11 from Strategic Marketing Management</p> <p>Videos</p>	<p>Assignment 1: G- Stic framework Products and Services Decisions</p> <p>Discussion Board: Brand attributes (Value Exchange) (MO 1)</p> <p>Assignment 2 : Reflection Products</p>	<p>Assignment 1 June 15</p> <p>Discussion Board Wed 12-Sat 14</p>

			and Services Decisions	Assignment 2 June 16
Week Five	Managing Products and Services	Chapter 16 from Strategic Marketing Management Product Life Cycle Stages, website review	Assignment 1: G-Stic framework Product Development And Life Cycle Assessment (MO 1 and 3) Discussion Board: Product Life Cycles (MO 2) Assignment 2: Reflection: Product Development and Life Cycle Assessment	Assignment 1 June 22 Discussion Board Wed 19-Sat 21 Assignment 2 June 23
Week Six	Developing Pricing Models and Positioning Statements	Chpts 9, 10, 11, 12, and 20 from Strategic Marketing Management Ten Proven Pricing Models,	Assignment 1: G-Stic framework Develop Pricing Model (MO2) Discussion board: Positioning Statement & Pricing Statement (MO 1 and 2) Assignment 2 : G- Stic framework Positioning Statement(MO 1 and 2) Assignment 3: Reflection Pricing and Positioning	Assignment 1 June 29 Discussion Board Wed 26-Sat 28 Assignment 2 June 29 Assignment 3 June 29
Week Seven	Managing Growth, Defending Marketing Position,	Presentations Watch Videos	Presentation (MO1, MO2, MO3)	Presentation Due July 6th

	Developing and maintaining value			
Week 8	Final Paper Marketing Strategy delivered	Synthesize prior work and deliver in a marketing plan format	G-Stic Paper (MO 1)	Final Paper Due July 14th

Grading Assessments

Type of Assessment	Points	Total possible points
Canvas Submissions	2@ 15 1@ 20	50 Pts
G-Stic Assignments	Weeks 1-6 50 Pts ea	300 Pts
G-Stic Presentation	Week 7	150 Pts
G-Stic Final Paper	Week 8	150 Pts
Reflections (4)	50 Pts	200 Pts
Discussion Boards (7)	20 Pts	140 Pts

Online Courses ONLY

Online Course

This is an online course and therefore there will not be any face-to-face class sessions. All assignments and course interactions will utilize internet technologies.

Communicating with the Instructor

This course uses a “three before me” policy in regards to student to faculty communications. When questions arise during the course of this class, please remember to check these three sources for an answer before asking me to reply to your individual questions:

1. Course syllabus
2. Announcements in Blackboard
3. The “Question Center” discussion board

This policy will help you in potentially identifying answers before I can get back to you and it also helps your instructor from answering similar questions or concerns multiple times.

If you cannot find an answer to your question, please first post your question to the “Question Center” discussion board. Here your question can be answered to the benefit of all students by either your fellow students who know the answer to your question or the instructor. You are encouraged to answer questions from other students in the discussion forum when you know the answer to a question in order to help provide timely assistance.

If you have questions of a personal nature such as relating a personal emergency, questioning a grade on an assignment, or something else that needs to be communicated privately, contact me via email or phone. My preference is that you will try to email me first. Please allow 24 hours for me to respond to emails Monday-Friday and 48 hours on the weekend.

If you have a question about the technology being used in the course, please contact the Doane University Help Desk for assistance.

Phone: 402-826-8411

Email: helpdesk@doane.edu

Web: <http://www.doane.edu>

Computer Requirements

Minimum computer requirements for the successful use of Blackboard: http://www.doane.edu/about-doane/offices/its/help-and-support#min_requirements

Minimum computer requirements for success in this course:

- Reliable computer and internet connection
- A web browser (Chrome or Mozilla Firefox)
- Adobe Acrobat Reader (free)
- Adobe Flash Player (free)
- Word processing software—Microsoft Word or Google Docs
- Webcam and mic

You are responsible for having a reliable computer and internet connection throughout the course.

Email and Internet

You must have an active Doane University e-mail account and access to the Internet. *All instructor correspondence will be sent to your Doane University e-mail account.* Please plan on checking your Doane Gmail account regularly for course related messages.

This course uses Blackboard for the facilitation of communications between faculty and students, submission of assignments, and posting of grades. The Blackboard Course Site can be accessed at <http://bb2.doane.edu>

Submitting Assignments

All assignments, unless otherwise announced by the instructor, MUST be submitted via Blackboard. Each assignment will have a designated place to submit the assignment.

Campus Network or Blackboard Outage

When access to Blackboard is not available for an extended period of time (greater than one entire evening - 6pm till 11pm) you can reasonably expect that the due date for assignments will be changed to the next day (assignment still due by midnight).

Grade Scale

A+ = 97-100% A = 94-96% A- = 90-93% B+ = 87-89% B = 84-86% B- = 80-83%
 C+ = 77-79% C = 74-76% C- = 70-73% D+ = 67-69% D = 64-66% D- = 60-63%
 F= 59% or below

Participation Policy	A student is expected to be prompt and regularly attend on-ground classes in their entirety. Regular engagement is expected for on-line courses. Participation in class discussions is an integral part of your grade. (Faculty to insert any additional class participation; see resource page for ideas.)
Study Time	Expectation of the amount of time the course requires students to spend preparing and completing assignments. Typically, students could expect to spend approximately 12 hours a week preparing for and actively participating in this 8-week 3 credit hour course. This actual time for study varies depending on students' backgrounds.
Late Work	(Include expectations regarding late work; please see attachment for examples.)
Submitting Assignments	(Include expectations regarding students' submission of assignments, for example, in class or in Blackboard.)
Communication Policy including Assignment Feedback	(State your policy on timeliness of communicating with students and length of time needed before assignments will be graded, e.g. 48 hours.)
Academic Integrity Policy	Doane University expects and requires all its students to act with honesty and integrity and respect the rights of others in carrying out all academic assignments. Academic dishonesty, the act of knowingly and willingly attempting or assisting others to gain academic success by dishonest means, is defined in four categories: <ol style="list-style-type: none"> 1. Cheating - "Intentionally using or attempting to use unauthorized information or study aids in an academic exercise." 2. Fabrication - "Intentional and unauthorized falsification of invention or any information or citation in an academic exercise."

	<p>3. Facilitating Academic Dishonesty - "Intentionally or knowingly helping or attempting to help another to commit an act of dishonesty," and/or coercing others to do the same.</p> <p>4. Plagiarism - "Intentionally or knowingly representing the words or ideas of another as one's own in any academic exercise," in both oral and written projects.</p> <p><i>Gehring, D., Nuss, E.M., & Pavela, G. (1986). Issues and perspectives on academic integrity. Columbus, OH: National Association of Student Personnel Administrators</i></p> <p>For more information on the sanctions for academic dishonesty, please visit the website: https://catalog.doane.edu/content.php?catoid=16&navoid=1333</p>
Academic Support	<p>Please contact academicsupport@doane.edu https://www.doane.edu/graduate-and-adult/academic-support</p>
Disability Services	<p>https://www.doane.edu/disability-services Doane University supports reasonable accommodations to allow participation by individuals with disabilities. Any request for accommodation must be initiated by the student as soon as possible. Each student receiving accommodations is responsible for his or her educational and personal needs while enrolled at Doane University.</p>
Military Services	<p>https://www.doane.edu/graduate-and-adult/military</p>
Anti-Harassment Policy	<p>http://catalog.doane.edu/content.php?catoid=5&navoid=452</p>
Grade Appeal Process	<p>http://catalog.doane.edu/content.php?catoid=5&navoid=238</p>
Credit Hour Definition	<p>Doane University follows the federal guideline defining a credit hour as one hour (50 minutes) of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks (one semester), or the equivalent amount of work over a different time period (e.g., an 8-week term). This definition applies to courses regardless of delivery format, and thus includes in-person, online, and hybrid courses (combination of in-person and online). It also applies to internship, laboratory, performance, practicum, research, student teaching, and studio courses, among other contexts.</p>
Syllabus Changes	<p>Circumstances may occur which require adjustments to the syllabus. Changes will be made public at the earliest possible time.</p>

