



蘇州大學
Soochow University

MKT 327 Marketing Strategy

Winter 2024

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email: TBA

COURSE OBJECTIVES

This course is designed to provide students with a comprehensive understanding of marketing strategy. Topics covered include the development, implementation, and evaluation of strategic marketing plans, emphasizing practical and up-to-date approaches to analyzing, planning, and implementing marketing strategies. Students will learn to think and act like marketers, developing customer-oriented marketing plans while sharpening their analytical and creative thinking skills.

Upon completion of this course, students will be able to:

1. Equip themselves with the tools and frameworks necessary to analyze and evaluate marketing strategies.
2. Gain insights into how market segmentation, targeting, and positioning can play a pivotal role in the success of a marketing strategy.
3. Understand how decisions related to product, pricing, promotion, and distribution can impact the implementation of a marketing strategy.
4. Formulate effective marketing strategies by applying practical and up-to-date methods.
5. Apply the foundational principles of marketing strategy to address real-world business challenges effectively.

PREREQUISITES

MARK 210 Introduction to Marketing

GRADING



Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

ITEM	POINTS
Quizzes	20 Points
Midterm 1	15 Points
Midterm 2	15 Points
Group Project/ Presentation	20 Points
Final Exam	30 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

O. C. Ferrell, Michael Hartline, *Marketing Strategy: Text and Cases*, 7th Edition, Cengage Learning, 2019.

Recommended (Optional) Texts or Other Materials:

Supplementary articles, case studies, and academic papers will be assigned throughout the course.

COURSE TOPICS

MODULE	TASKS
Module 1	Topics: Topic 1: Introduction to Marketing Strategy Topic 2: Finding Profit Opportunities Topic 3: Strategic Marketing Planning Topic 4: Analyzing the Marketing Environment Assessments: Quiz#1



Module 2	Topics: Topic 5: Collecting and Analyzing Marketing Information Topic 6: External Analysis Topic 7: Internal Analysis Topic 8: Developing Competitive Advantage Assessments: Quiz#2
Module 3	Topics: Topic 9: Market Segmentation and Targeting Topic 10: Product and Brand Strategy Topic 11: Pricing Strategy Topic 12: Distribution Strategy Assessments: Midterm#1
Module 4	Topics: Topic 13: Integrated Marketing Communications Topic 14: Marketing Metrics Topic 15: Performance Measurement Topic 16: Case Studies and Application Assessments: Midterm#2
Module 5	Topics: Topic 17: Ethics and Social Responsibility in Marketing Strategy Topic 18: Marketing Implementation and Control Topic 19: Developing and Maintaining Long-Term Customer Relationships Topic 20: Group Project & Presentation Assessments: Group Project/ Presentation Final Exam

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately



prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (e.g., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that



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students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.