

MARK 2300 MARKETING STRATEGY (3 credit hours)

Elmira College

SPRING 2025

Required Text:

1. David A. Aaker, Christine Moorman (2021). *Strategic Market Management* (11th ed.). Wiley.
2. Orville Walker, John Mullins(2014). *Marketing Strategy: A Decision-Focused Approach*(8th ed.). McGraw Hill.

Supplemental readings might be included to illustrate or expand on textbook readings.

Pre-requisites: MARK 1300 Introduction to Marketing

Course Description

This course on Marketing Strategy explores the principles and practices involved in developing and implementing effective marketing strategies. The focus is on understanding the dynamics of the marketplace, competitive analysis, strategic analysis, innovation, and developing sustainable advantages. The course integrates data analytics into the decision-making process, providing students with a structured framework to develop effective strategies in the face of diverse marketing challenges.

Course Objectives and Goals

- Understand the basic processes in strategic marketing decision-making supported by external analysis and internal analysis.
- Conduct competitive analysis to evaluate the strengths and weaknesses of competitors, identify market opportunities
- Explore strategies to develop and maintain sustainable advantages, considering long-term market dynamics and evolving consumer needs.
- Gain proficiency in using data analytics tools for informed decision-making.
- Develop integrated marketing strategies to address real-world marketing problems and opportunities.

Evaluation of Performance

Your grade will be based upon your performance on exams, assignments, and participation.

Assignments	15%
Quizzes	20%
Group Projects	30%
Midterm Exam	15%
Final Exam	20%
Total	100%

Grades will be assigned as follows:

A	93% and above	B-	80 - 82%	D+	67 - 69%
A-	90 - 92%	C+	77 - 79%	D	63 - 66%
B+	87 - 89%	C	73 - 76%	D-	60 - 62%
B	83 - 86%	C-	70 - 72%	F	59% or below

Withdrawal Policy: Please see Elmira College Bulletin for information on this policy.

Academic Honesty: Please read the section on Academic Honesty in the [Code of Conduct](#). Briefly, academic dishonesty includes: cheating, fabrication, facilitating academic dishonesty, and plagiarism. Ask if you have any questions on whether something constitutes as academic dishonesty. All work must be original and new. Past assignments from current or other courses will not be accepted. Academic dishonesty will not be tolerated. It will result in zero on the assignment, and a report will be filed with the school. Continued practice will result in failure of the class. Institutional penalties may also apply with repeated acts of academic honesty.

Student Responsibility:

- It is your responsibility to keep track of assignments and due dates.
- You should ask questions concerning assignments and lectures, if you need any clarifications.
- If you are struggling in class, have concerns, and/or unsure about expectations, please stop by during office hours or make an appointment for another time.

Tentative Schedule of Topics

<u>Topic</u>	<u>Materials</u>	<u>Tasks & Evaluations</u>
Strategic Market Management—An Introduction and Overview	Chapter 1	
External and Customer Analysis	Chapter 2	Assignment 1
Managing Customer Heterogeneity	Chapter 3	
Competitor Analysis	Chapter 4	Assignment 2
Managing Sustainable Competitive Advantage	Chapter 5	
Market/Submarket Analysis	Chapter 6	Quiz 1
Creating Advantage: Customer Value Leadership	Chapter 7	
Building and Managing Customer Relationships	Chapter 8	Group Project 1
Creating Valuable Customers	Chapter 9	
Building and Managing Brand Equity	Chapter 10	Midterm Exam
Toward a Strong Brand Relationship	Chapter 11	
Energizing the Business	Chapter 12	Assignment 3
Leveraging the Business	Chapter 13	
Creating New Businesses	Chapter 14	Group Project 2
Global Strategies	Chapter 15	
Setting Priorities for Businesses and Brands	Chapter 16	Quiz 2
Formulating Marketing Strategies	Chapter 17	
Harnessing the Organization	Chapter 18	Group Project 3
Organizing and Planning for Effective Implementation	Chapter 19	Final Exam