

## 710 & 840, STRATEGIC MARKETING

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### **CLASS DETAILS:**

Class Dates: June 03 – 07

Class Times: 8:30 – 4:30

Location: ED TBC

### **COURSE DESCRIPTION**

Welcome to the class! Strategic Marketing is a multi-faceted chess game. It demands linear thinking – logic by the numbers. It requires lateral thought – imagined possibilities with intuition. And, it requires the ability to see all the moving parts and affect change ... visionary leadership.

### **LEARNING OBJECTIVES / OUTCOMES**

This course is designed to be interactive with applied learning. The objective is to advance critical thinking and judgment. Focus is given to making sense of “what is”, then making sense of “what could be” – with the end-goal of “designing in” a sustainable competitive edge and delivering exceptional value.

The class will look at multiple business cases, exploring a breadth of high-level topics. A portfolio of strategy tools will be provided (*Strategy Analytics 14.1*), augmented with theoretical underpinnings summarized in a concise text. Evolving 21<sup>st</sup> century marketing is seldom dull – and more often than not hyper competitive!

Learning will draw from assigned reading to revisit classic marketing theory, topical lectures as noted, case studies of well-known companies with divergent challenges and opportunities, and, in-class discussion. To further develop application skills, a group consulting project will be assigned.

## **COURSE EXPECTATIONS**

This course will entail a combination of lectures, seminar discussions, case discussion, videos and guest speakers. As a result, regular attendance in class and active participation in classroom activities are required. It is expected that students will read and prepare appropriately for every class. Please read each section of the course outline for expectations on all components of the course. It will be advantageous to have read the cases prior to the commencement of class to reduce the reading load through the week.

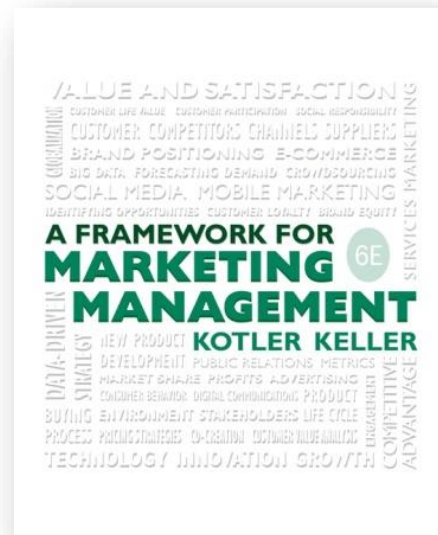
## **COURSE ASSESSMENT SUMMARY & DESCRIPTION**

Pre-course Exam	20%
<p>The purpose of the exam is to immerse students into marketing theory to free up time during the course of the week to address highlights and work with application of concepts. Accordingly, students are asked to study the text prior to the course commencement. The exam will be scheduled for the first morning.</p>	
Participation	05%
<p>Full attendance along with preparation and engagement in the class will optimize participation grades. Quality of contribution will be valued as much as frequency of comments.</p>	
Three Case Summaries (5% each, <u>due at the beginning of class</u> )	15%
<p>Business cases will be explored in-class, each identifying a unique set of challenges and opportunities. The intent is to develop skills in making sense of thing and formulating recommendations – further instructions to follow.</p>	
Consulting Project	30%
<p>Student groups will work with a client organization, perform an environmental scan, and, develop recommendations as to go-forward strategies can be further refined to achieve goals – further instructions to follow. <i>Students will have the option of grading group-members on participation from 70% to 130% of the grade assigned.</i></p>	
Final Exam	30%
<p>A well-reasoned analysis will reflect content from marketing theory, lectures and case discussions. The exam will further test ability to generate well sorted go-forward recommendations.</p>	

For a description of the grading system, consult the Faculty of Graduate Studies and Research link here: <https://www.uregina.ca/gradstudies/current-students/grad-calendar/grading-system.html#gradingsystem>

## **COURSE MATERIALS**

Philip Kotler & Kevin Lane Keller, *A Framework for Marketing Management – 5E*, Pearson / Prentice Hall. Topics include: development of marketing strategies, market demand and environments, creating customer value, analysis of consumer markets, market segmentation, brand loyalty, the product life cycle, managing mass communication, and marketing management in the global economy. This text is for professionals seeking to refine their skills in marketing strategy.



There may be up to five Ivey and Harvard readings/cases used in the class which will be provided in PDF form and charged to each student's account (approximately \$3.50 per reading/case).

## **ACADEMIC REGULATIONS**

Extensions or requests for changes by students to the pre-course exam, assignments and **final** exam due dates will require the student to complete a formal request for deferral. The student completes the request, consults with the instructor who must sign the form, and the instructor then submits the form (and any supporting documentation provided by the student) to Faculty of Graduate Studies and Research (FGSR).

The decision (approved or denied deferral) is made by FGSR and is usually only approved if there are extenuating circumstances (e.g., illness & death). The decision is sent by mail to the student and it is the student's responsibility to ensure the deferred requirements are met within the outlined time frame. It is also the student's responsibility to follow-up with FGSR if they do not receive a response from FGSR on their submitted request.

Requests for deferral received more than two (2) weeks after the final day of the examination period will be denied. The deferral form can be found on the FGSR website at:

<https://www.uregina.ca/gradstudies/forms.html>

## **STUDENT RESOURCES**

**Accessibility Services** – If there is any learner who, because of a disability or other consideration, may have a need for accommodation(s), please contact the Centre for Student Accessibility before or at the start of the course <https://www.uregina.ca/student/accessibility/> . The Centre will advise how you proceed and the required communication with your instructor.

**Counseling Services** – If any learner is experiencing personal problems which may be affecting their studies, please consider consulting UofR Consulting Services. For more information check here <https://www.uregina.ca/student/counselling/services/index.html>

**Writing Assistance** – The Student Success Centre ([www.uregina.ca/ssc](http://www.uregina.ca/ssc)) offers both on-line resources and in- person tutoring on writing skills.



710-001

June 03, 2018 to Jun 07, 2019

M-T-W-R-F

08:30 to 04:30 – RM TBC

**Proposed: Some Details May Change**

M-Jun 03	01	Course Introduction and Out of the Gate Exam!	08:30 – 10:15
	02	The Art of the E-Scan, <i>Birks</i> <sub>1</sub> (Pre-Read Case)	10:30 – 12:15
	03	Running the Numbers	01:00 – 02:45
	04	Reading the Tea-leaves	03:00 – 04:30
T-Jun 04	05	Clarity of Vision: How Apple Did It	08:30 – 10:15
	06	Client Presentation and Q & A (TBC)	10:30 – 12:15
	07	Rigor of Strategy, Case – <i>Nokia</i> <sub>2</sub> & Summary (Pre-Read Case)	01:00 – 02:45
	08	Consulting Protocols 1	03:00 – 04:30
W-Jun 05	09	Appeal of Brand, Multiple Brand Topics	08:30 – 10:15
	10	Appeal of Brand, Case – <i>Burberry</i> <sub>3</sub> & Summary (Pre-Read Case)	10:30 – 12:15
	11	Appeal of Brand, Applied Exercise	01:00 – 02:45
	12	Consulting Protocols 2	03:00 – 04:30
R-Jun 06	13	Creation of Value, Case – <i>Starbucks</i> <sub>4</sub> & Summary (Pre-Read Case)	08:30 – 10:15
	14	Innovate 2 Compete, Act 1	10:30 – 12:15
	15	Innovate 2 Compete, Act 2	01:00 – 02:45
	16	First Pass Presentation & Feedback on Client Project	03:00 – 04:30
F-Jun 07	17	Innovate 2 Compete, Act 3	08:30 – 10:15
	18	Open Book Final Exam – Case TBC	10:30 – 12:15
	19	Consulting Presentations	01:00 – 02:45
	20	Debrief at Chop (a.k.a. <i>The Chop Shop</i> )	03:00 – 04:30

Birks<sub>1</sub> – Henry Birks & Sons (9B03M037)  
 Nokia<sub>1</sub> – The Rise and Fall of Nokia (9-714-428)  
 Burberry<sub>2</sub> – Burberry in 2014 (9-515-054)  
 Starbucks<sub>4</sub> – [Trouble Brews at Starbucks \(8B09A02\)](#)



**Enjoy the Class!**