

**GBUS 840,
Strategic MARKETING**



COURSE DESCRIPTION

Marketing is fascinating, multi-faceted and fast-moving. Joined at the hip with an organization's high-level strategy, it is a dance of sorting out opportunities aligned with an organization's goals. It is then an exercise of working through how to compete, to consistently create exceptional value ... then, brilliantly communicate one's story. We will explore classic marketing theory, and then apply it. We'll explore how to navigate in a state of dynamic change. The intent is to develop critical thinking ... to provide strategic leadership for organizations in which one is involved.

The course will be delivered Wednesday evenings. These will be a mix of lectures and case discussions involving classroom participation. We may have a guest speaker or two, and will work through a Personal Brand consulting project ... theory with application. PowerPoints and cases will be on URCourses in advance, for your convenience.

Technical questions can be forwarded to IT Support at IT.Support@uregina.ca, 306-585-4685 or 1-844-585-4685.

COURSE EXPECTATIONS

As noted, this course will entail a combination of lectures, case discussions, videos and consulting work. Quality participation in classroom discussions are expected, an opportunity to make sense of things. 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 text and cases prior to the commencement of class to reduce the compressed reading load. Please reach out for clarifications and questions.

LEARNING OBJECTIVES / OUTCOMES

This course is designed to be interactive with applied learning. We may periodically set aside time to discuss the textbook readings to revisit key themes. This will afford a baseline of knowledge to work from. We'll further focus on becoming skilled in applying a portfolio of strategy tools (*i.e. Marketing Analytics & Design*).

Beyond core marketing knowledge, another key objective / outcome is to become skilled at analyzing the business environment, understanding the direction / rate of change and assessing risk ... also opportunity. Some of this requires reading between the lines, evolving as a critical thinker and making sense of things.

A further key objective / outcome is to create a go-forward direction that is very much relevant in the present, but also is very much adaptive to meet the future. Conversations will focus on how to design a business model that is relevant ... from an internal culture that ideally thinks critically, is imaginative and resilient.

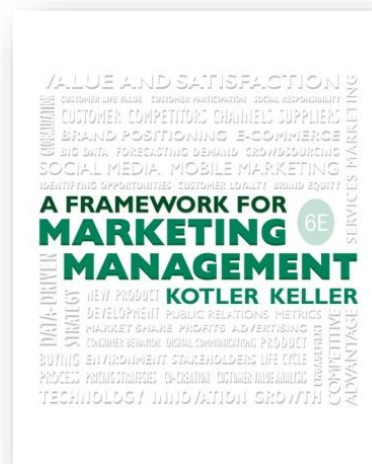
COURSE ASSESSMENT SUMMARY & DESCRIPTION

**** Please note that marks will be deducted for responses that are generic and derivative ... indicative of ChatGTP and alternate AI Platforms ... that do not very specifically address the questions put forward. The intent of this course is to avoid becoming dependent on AI, losing one's capacity for critical and contextual reasoning and / or one's ability to assess the merits of AI responses. Further, the focus is to equip students with skills for independent thinking, and, problem solving ... as AI increasingly permeates one's profession.*

The Midterm-Exam	15%
3 Case Summaries <i>Business cases will explore challenges, decisions and outcomes over time. The intent is to formulate go-forward recommendations – forecasting with risk & mitigation. (Each worth 5%, <u>due at the beginning of the class.</u>)</i>	15%
Personal Branding	30%
Participation <i>Top participation marks will go to students who are <u>consistently present, prepared and engaged to contribute well-reasoned insights (if applicable in a virtual context, also with their <u>webcams turned on with student name.</u></u></i>	10%
Final Exam <i>This will be a case-based exam. A reasoned analysis will reflect content from marketing theory, lectures and case discussions. The exam will test analysis and recommendation skills developed over the marketing course.</i>	30%

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 will also be several Ivey and / or Harvard business cases used in the course ... will be provided in PDF form.

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>

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>

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 on protocols for you to proceed and the required communication with your instructor.

Counselling Services – If any student is experiencing personal problems, which may be affecting their studies, consider consulting UofR Counselling Services. To make an appointment, call 306-585-4491 (M – F from 8:30 a.m. to 4:30 p.m.), or, email at <https://www.uregina.ca/student/counselling/services/index.html>.

Writing Assistance – The Student Success Centre (www.uregina.ca/ssc) offers both on-line resources and in-person tutoring (may not be presently available) on writing skills.



GBUS 840 **Wednesday ... from 07:00 pm ...**

Schedule – Subject to Revision (Jan 08 to Apr 12)

- W-Jan 10** 01 Course Overview and Introductions ...
Qualitative E-Scanning: Extra, Inter & Intra Scan – pre-read *Henry Birks & Sons*
- W-Jan 17** 02 Quantitative E-Scanning, Running the Numbers – pre-read *Birks: The Sparkle ...*
Reading the Tea-Leaves & Decision-Making – **Midterm Assigned**
- W-Jan 24** 03 Envisioning a Strategic Direction: **Writing the Midterm**
Envisioning a Strategic Direction: **Midterm Discussion**
- W-Jan 31** 04 Clarity of Vision 1: How Apple Did It
Special Topics: Market Research
- W-Feb 07** 05 Clarity of Vision 2: Org Culture 2 Compete (DF)
Special Topics: Culture Eats Strategy for Lunch
- W-Feb 14** 06 Rigor of Strategy – pre-read *The Rise & Fall of Nokia, submit Case Summary 1*
Special Topics: Ethics & Marketing
- W-Feb 21** **Semester Reading Week, No Class**
Special Topics: Relaxing under a Palm Tree
- W-Feb 28** 07 Appeal of Brand 1: Category to Promise
Special Topics: Personal Branding, Act 1
- W-Mar 06** 08 Appeal of Brand 2: Make an Impression – pre-read *Burberry, submit Case Summary 2*
Special Topics: Personal Branding, Act 2 – **Consulting Project Assigned**
- W-Mar 13** 09 Creation of Value: Products & Price
Special Topics: Place & Promotion
- W-Mar 20** 10 Kinetic Energy: Paying Attention to the Details (LF)
Special Topics: The Business of Coffee – pre-read *Starbucks, submit Case Summary 3*
- W-Mar 27** 11 Innovating 2 Compete: Why and What
Special Topics: Thinking About Thinking
- W-Apr 03** 12 Innovate 2 Compete: Act 3 & Review
Special Topics: 840 in the Rear-View Mirror
- W-Apr 10** **No Formal Class**

Final Exam: Monday, Apr 24

07:00 pm to 09:00 pm

Location: TBC



Enjoy the Class!