**MKTG 4##**

**Marketing Strategy – TERM YEAR**

**Class** **Professor**

Meeting time and location NAME, PhD

College of Business Office Location

University Available Office Hours

Location City email contact

Classroom management website mobile

Optional text book <http://a.co/3JjAGVY> office phone

**LEARNING OBJECTIVES & COURSE OVERVIEW**

Marketing success requires strategic thinking to address **four fundamental problems**:

1. Customers are different
2. Customers change
3. Competition reacts
4. Resources are limited

Graduates from *Lundquist College of Business* will **standout** if they learn to recognize and address the four fundamental problems. In doing so, students should learn to adopt the following approach:

* Frame the issue (frameworks)
* Outline steps to solve the issue (processes)
* Collect data to evaluate options (research, experiment design)
* Evaluate performance (analysis: measure, test)
* Integrate findings with assumptions and risks
* Communicate and defend decisions
* Scale early success or change approach if early failure
* Formally capture learnings for future reference

The course’s content and learning components orient around developing these **critical success factors.**

The **course’s content** is organized in four main sections:

1. *Fundamentals of Marketing Strategy*. Section includes analytical tools designed to address the four strategic problems listed above.
2. *Customer-Based Value*. Section includes tracking and building customer-lifetime-value and customer-portfolio-value through engagement across customer stages of acquisition, expansion, retention, and contagion.
3. *Innovation-Based Value*. Section includes tools for developing and launching new offerings and integrating products with services to create a sustainable competitive advantage.
4. *Strategy Integration and Execution*. Section includes empirical analysis of data, business cases, team competition in a simulated business environment, and a team consulting project.

The **course’s learning components** engage different learning styles and require individual and team work. Class time and assignments are divided into five major areas:

1. Markstrat team competition in a simulated business environment
2. Marketing Engineering analysis assignments
3. Business strategy cases
4. Team consulting project
5. Lectures, in-class assignments, and quizzes

**COURSE CITIZENSHIP & POLICIES**

***In-class Attendance & Conduct***

Class attendance is mandatory. If absences arise, please contact the professor. Make-up work may be required. Failure to attend and ***actively*** participate will result in failure to pass the class. Technology devices can be a distraction. Laptops, tablets, and mobile phones are not allowed unless instructed by the professor.

***Teamwork***

Teamwork is essential for learning; however some assignments are expected to be done individually. For each team assignment, ***cooperation is a requirement***. Be respectful of other’s ideas. Opinions will differ. When you disagree, acknowledge the alternative idea as a possible path. Be conscientious of the possible rewards, risks, and assumptions associated with each possible choice. Your ultimate goal should be to ***earn*** the respect of your teammates.

***Academic Honesty***

The University rules, including the Student Code of Conduct, and other documented policies of the department, college, and university related to academic integrity will be enforced. Any violation of these regulations, including acts of plagiarism or cheating, will be dealt with on an individual basis according to the severity of the misconduct.

***Accommodating Student Needs***

If you have any special needs, including but not limited to identified visual impairment, hearing impairment, physical impairment, communication disorder, and/or specific learning disability that may influence your participation in this course, you should meet with the professor to arrange for reasonable provisions to ensure an equitable learning opportunity. At the discretion of the professor, some accommodations may require prior approval by the Accessible Education Center.

***Title IX***

I support Title IX and have a duty to report relevant information.The University is committed to providing an environment free of all forms of prohibited discrimination and harassment. Any University employee who becomes aware that such behavior is occurring has a duty to report that information to their supervisor or the Office of Affirmative Action and Equal Opportunity.The University Health Center and University Counseling and Testing Center can provide assistance to students in need and have an ability to work confidentially with students.

***Safety***

Campus safety is a top priority. During your first days in a new building and classroom, seek out evacuation maps, safety equipment locations, and understand your path to safety. In case of an emergency, do the following: 1) Assess the situation. 2) Act promptly, if necessary, to ensure your safety. Trust your intuition. 3) Call 9-1-1 for immediate life-threatening emergencies.

**APPENDIX 1**

**COURSE SCHEDULE**



**APPENDIX 2**

**GRADING OVERVIEW**



The College of Business provides grading guidelines to *prevent grade inflation* (see next page). To comply with these guidelines, final scores will be adjusted to a grade point that allows the average grade point to fall in the accepted range between 2.7 and 3.2. As a guide, but not a rule, students may anticipate that scores between 91 and 100 will translate to a grade between A- and A+, scores between 81-90 will translate to a grade between B- and B+, and scores between 70-80 will translate to a grade between C- and C+.

**APPENDIX 3**

**LEARNING LIST**

After you graduate and escape the doldrums of required learning, I hope you realize a renewed curiosity for learning. This list is a set of recommended books, blogs, and podcasts that can serve as a starting point in your life of learning. Either I, or someone I respect, found each item on the list interesting and helpful.

**Startups, Innovative Ideas, and Business Fundamentals**

Zero to One (2014) <http://amzn.com/0804139296> by Peter Thiel with Blake Masters

The Lean Startup (2011) <http://amzn.com/0307887898> by Eric Ries

Made to Stick: Why Some Ideas Die and Others Survive (2007) <http://amzn.com/1400064287> by Chip Heath and Dan Heath

Change by Design: How Design Thinking Can Transform Organizations and Inspire Innovation (2009) <http://amzn.com/0061766089> by Tim Brown

**Origins and War Stories of Interesting Companies**

Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic Future (2014) <http://amzn.com/0062301233> by Ashlee Vance

The Hard Thing About Hard Things (2014) <http://amzn.com/0062273205> by Ben Horowitz

The Everything Store: Jeff Bezos and the Age of Amazon (2014) <http://amzn.com/0316219282> by Brad Stone

Shoe Dog: A Memoir by the Creator of Nike (2018) <http://a.co/d/e3FnlkZ> by Phil Knight

**Behavioral Theory: Implications for Marketing and Life**

Predictably Irrational: The Hidden Forces That Shape Our Decisions (2010) <http://amzn.com/0061353248> by Dan Ariely

**-OR-**

Nudge (2009) <http://amzn.com/014311526X> by Richard H. Thaler and Cass R. Sunstein

**-OR-**

Thinking, Fast and Slow (2011) <http://amzn.com/0374533555> by Daniel Kanheman

Influence: Science and Practice (2008) <http://amzn.com/006124189X> by Robert Cialdini

**-OR-**

The Power of Persuasion: How We're Bought and Sold <http://amzn.com/0471763179> by Robert Levine

**Wisdom, Investing, and Analysis (truth finding)**

The Signal and the Noise: Why Most Predictions Fail but Some Don't (2012) <http://amzn.com/0143125087> by Nate Silver

Charlie Munger: The Complete Investor (2015) <http://amzn.com/023117098X> by Tren Griffen **Also**, especially, see Tren’s *great* blog: <http://25iq.com/2014/04/26/a-dozen-things-i-have-learned-from-jeff-bezos/> ) more on Tren <http://www.forbes.com/sites/brentbeshore/2015/09/03/a-dozen-things-i-learned-from-tren-griffin-about-investing-life-and-charlie-munger/2/>

Antifragile: Things That Gain from Disorder (2014) <http://amzn.com/0812979680> by Nassim Taleb

Seeking Wisdom: From Darwin to Munger [http://amzn.com/1578644283](http://amzn.com/1578644283%20) by Peter Bevelin

The Obstacle Is the Way: The Timeless Art of Turning Trials into Triumph (2014) [http://amzn.com/1591846358](http://amzn.com/1591846358%20) by Ryan Holiday

Mindfulness (2012) <http://amzn.com/1609618955> by Mark Williams and Danny Penman

Stumbling on Happiness [http://www.amazon.com/dp/1400077427](http://www.amazon.com/dp/1400077427%20) by Dan Gilbert

**Interesting “Other” Books**

Sapiens: A Brief History of Humankind [http://amzn.com/0062316095](http://amzn.com/0062316095%20) by Yuval Harari

The Clock Of The Long Now: Time and Responsibility (2000) [http://amzn.com/0465007805](http://amzn.com/0465007805%20) by Stewart Brand

**Marketing “Academic-Type” Books (kind of boring but highlight and take notes for work)**

The 22 Immutable Laws of Marketing: Violate Them at Your Own Risk! (1994) <http://amzn.com/0887306667> by Al Ries

Aaker on Branding (2014) [http://amzn.com/1614488320](http://amzn.com/1614488320%20) by David Aaker

Marketing Metrics: The Definitive Guide to Measuring Marketing Performance (2010) <http://amzn.com/0137058292> Paul W. Farris, Neil T. Bendle, Philip E. Pfeifer, and David J. Reibstein

-OR- Wharton Marketing Class (online) [Link to article](http://fortune.com/2015/12/22/wharton-online-learning/)

Profitable Customer Engagement: Concept, Metrics and Strategies (2013) <http://amzn.com/8132113403> by V. Kumar

**Podcasts or Blogs or Book Reviews:**

Derek Sivers Book Reviews: <https://sivers.org/book/>

Tim Ferris Show Podcast: <http://fourhourworkweek.com/podcast/>

EconTalk Podcast [http://www.econtalk.org/](http://www.econtalk.org/%20) (start with a topic of interest, some interviews are boring)

Conversations with Tyler <https://conversationswithtyler.com/>

Recode Decode and Pivot with Kara Swisher and Scott Galloway podcasts

This Week In Startups podcast

Freakonomics Radio <http://freakonomics.com/category/freakonomics-radio/podcasts/>

Planet Money <http://www.npr.org/podcasts/510289/planet-money>

Stratechery: <https://stratechery.com/>

Matt Levine’s Money Stuff: <http://link.mail.bloombergbusiness.com/join/4wm/moneystuff-signup>

Animal Spirits podcast: <https://animalspiritspod.libsyn.com/>