

Identification	Subject (code, title, credits)	MKT 465 – Marketing strategy– 3KU credits (6 ECTS)	
	Department	Economics and Management	
	Program (undergraduate, graduate)	Undergraduate	
	Term	Spring 2023	
	Instructor	Maral Jamalova, Ph.D.	
	E-mail:	Maral.jamalova@khazar.org	
	Classroom/hours	41 Mehseti street (Neftchilar campus), Khazar University	
Prerequisites	MKT 301 Principles of Marketing		
Language	English		
Compulsory/Elective	Compulsory		
Required textbooks and course materials	<b>Textbooks:</b> 1. Robert, P. W., & Sridhar, S. (2017). Marketing Strategy: Based on First Principles and Data Analytics. <i>UK: Palgrave.</i> 2. Philip Kotler, Kevin Lane Keller (2016) A Framework for Marketing Management, Sixth Edition, Pearson ISBN 13: 978-1-292-09314-7 ( <b>main</b> )		
Course outline	This course is designed to present foundations for developing marketing plans by providing an understanding of the conceptual realm of marketing strategy, which refers to creating, delivering and capturing more customer value than the competitors on a sustainable basis. While the marketing process may vary across firms and industries, developing a strategic marketing plan involves mainly three phases: 1) analysis of industry information; 2) marketing strategy formulation, and 3) implementation of strategy through marketing mix.		
Course objectives	The purpose of the course is to cover all these phases with a focus on analytics in decision-making process by building on core marketing concepts (e.g., segmentation, targeting, positioning, brand management, product life cycle, marketing mix) and casting them in a broader strategic business context.		
Learning outcomes	Upon completing this course, students are expected to be able to: ✓ broaden the understanding of the scope and role of marketing as a function within an organization. ✓ understand the frameworks, concepts, and methods necessary for the development of a strategic marketing plan. ✓ develop an expanded appreciation and understanding of the relationship among marketing decision variables – product, price, promotion and place – and how these tools are used effectively. ✓ formulate how customer knowledge can help to develop marketing strategy and adjust the marketing mix (e.g., pricing) to increase competitive differentiation, customer loyalty, and profitability.		
Teaching methods	Lecture		X
	Group discussion		X
	Presentation		X
	Case analysis		X
Evaluation	Methods	Date/deadlines	Percentage (%)
	Midterm Exam		30
	Class Attendance		5
	Class Activity		5
	Case Study		10

	Project/Presentation		10
	Final Exam		40
	Total		100
Policy	<p><b>Attendance and activity (5 points for each one):</b> Students exceeding the 25% absence limit will not be allowed to participate in the final exam. Class attendance shall mean physical presence in the classroom which should be 75%.</p> <p><b>Case studies/Group presentations (10 points):</b> The students will present a case study based on a selected product/brand. The case study will be related to understanding and application of Chapters 1-8 and will take place after the 9th and 10th lectures. The projects will be prepared in groups. Students are free to select working in groups or alone. Groups should consist of 4-6 students depending on class size. Each group will present their opinion regarding of above-mentioned aspects of purchase behavior (4-5 slides for each person, max 20 min). Successful national/global brands can be chosen for case studies.</p> <p>Group/individual presentations will be made in the last class. The duration of the presentation will be around 10 minutes. The report will be submitted by the students at the beginning of the final class. Assignments/reports submitted by email will not be accepted under any circumstances.</p> <p><b>Personal Project/ Individual presentations (10 points):</b> The personal project is designed in a way that allows students to apply the learned concepts and marketing methods in practice. The execution of the project will be set in a real-time environment to understand the complexities of real-time marketing decision-making. The students will choose the product/brand based on their personal interests. The presentations will be evaluated according to the quality of the presentation as well as the content of the slides. If it is a project, it will be graded individually.</p> <p>Individual presentations can be made after the 4th lecture at any time that is appropriate for the student and lecturer. The duration of the presentation will be around 10/20 minutes. The report should be submitted by the students one week before the presentation that should include the following information.</p> <ol style="list-style-type: none"><li>1. The <b>mission</b> and <b>vision</b> of the company</li><li>2. About the <b>micro</b> and <b>macro</b> environment of the company (slide for each one)</li></ol> <p>Select one product of the company that you mentioned beforehand and include the following:</p> <ol style="list-style-type: none"><li>3. <b>4P</b> or <b>7P</b> for any product (1 slide each P)</li><li>4. <b>Segmentation types</b> (all 4) for the main product of the company</li><li>5. Characteristics of customers (social and cultural characteristics)</li><li>6. Slide about distribution channels for the product.</li><li>7. SWOT analysis of product and information about competitors</li></ol> <p><b>Cheating / Plagiarism:</b> Cheating or other plagiarism issues during mid-term and final examinations will lead to paper cancellation. As result, the student will automatically get zero (0), without any consideration.</p>		
Tentative Schedule			
Week	Date (2022)	Topics	Textbook/Assignment
1		Discussion on course and requirements Defining Marketing for the New Realities & Core Concepts	Chapter 1 (Kotler and Keller, 2016)

2		Buying Dynamics of Consumers and Businesses	Chapter 5 (Kotler and Keller, 2016)
3		Marketing Strategy: A First Principles Approach	Chapter 1 (Robert, & Sridhar, 2017)
4		All Customers Differ → Managing Customer Heterogeneity	Chapter 2 (Robert, & Sridhar, 2017)
5		All Customers Change → Managing Customer Dynamics	Chapter 3 (Robert, & Sridhar, 2017)
6		All Competitors React → Managing Sustainable Competitive Advantage (Group Presentations)	Chapter 4 (Robert, & Sridhar, 2017)
7		Managing Brand-based Sustainable Competitive Advantage (Group Presentations)	Chapter 5 (Robert, & Sridhar, 2017)
8		<b>MIDTERM EXAM</b>	
9		Managing Offering-based Sustainable Competitive Advantage	Chapter 6 (Robert, & Sridhar, 2017)
10		Managing Relationship-based Sustainable Competitive Advantage	Chapter 7 (Robert, & Sridhar, 2017)
11		All Resources Are Limited → Managing Resource Trade-offs	Chapter 8 (Robert, & Sridhar, 2017)
12		Marketing Strategy: Implementing Marketing Principles and Data Analytics	Chapter 9 (Robert, & Sridhar, 2017)
13		Starbucks Case study	Chapter 8 (Kotler and Keller, 2016)
14		Branding and Core Business Growth (Personal Presentation)	Chapter 8 (Kotler and Keller, 2016)
15		Designing and Managing Integrated Marketing Communications (Personal Presentation)	Chapter 14 (Kotler and Keller, 2016)
16		<b>FINAL EXAM</b>	

*This syllabus is a guide for the course and any modifications to it will be announced in advance.*