| Sabancı Üniversitesi · SABANCI BUSINESS SCHOOL | AACSB ACCREDITED |

BA in Management / MBA Program (cross-listed)
Spring 2023
MKTG405 / MKTG524 – Marketing Strategy

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Office Hours: Thursdays 13.30 pm - 15.30 pm

Type	Time	Days	Where
Class	12.40 pm - 14.30 pm	Wed	FASS 1008-1010
Recitation	14.40 pm - 15.30 pm	Wed	FASS 1008-1010

Course Objective:

Objective of this course is to analyze and develop solutions to strategic marketing management challenges. Strategic marketing management is the process of achieving organizational goals through integration of marketing concepts into the overall decision making of the organization. It involves high-level decision making regarding products, target markets, competition, pricing, supply, distribution, and sales channels, as well as marketing communications. The course introduces tools such as market forecasting, customer lifetime valuation analysis that help address strategic marketing challenges.

Learning Outcomes:

Upon successful completion of the course, the student should be able to:
1. Link the basic marketing concepts to strategic marketing decision making
2. Apply the strategic level of decision-making process in real life marketing situations
3. Analyze marketing cases
4. Identify key components of marketing problems
5. Apply quantitative marketing methods to real life marketing management challenges.

Course Material:

1. Textbook: Marketing Management: The Big Picture, Christie L. Nordhielm, John Wiley & Son. Available via: https://medium.com/@christienordhielm/

2. All other class material, including slides, articles, simulation/case studies, and videos will be uploaded on SuCourse.

Optional Reading Material:

Walker, O. and Mullins, J. (2014). Marketing Strategy: A Decision-Focused Approach. 8th Edition, McGraw-Hill Irwin (available in SU Information Center)

Course Web:

All information e.g., assignments, slides will be available on course's SuCourse site.
- Students should check the website at least on a weekly basis.
- The following components will be actively used:
    - Assignment
    - Quiz
    - Turnitin.

Note that Sabanci University uses a very powerful web-based tool called Turnitin. Turnitin is the worldwide standard in online plagiarism prevention. It allows instructors to compare student papers against a database composed of millions of articles. Every paper you submit will be scanned by Turnitin, and results will be reflected in your grades.

Instructional Design:

Peren's teaching strategy challenges assumptions and emphasizes evidence-based and holistic learning to provoke students' mindset along the course learning objectives. Raising awareness around grand issues e.g., sustainability, diversity and inclusion for ethical decision making is the building block of her courses. She collaborates with marketing practitioners in the course by inviting them for guest lectures and/or jointly evaluating student projects. The interaction methods include plenary sessions with lectures/guest lectures, an individual assignment meeting, a group presentation session, and two Q&A sessions. There are three group-wise project meetings.

Grading and Requirements:

ASSESSMENT METHODS, WEIGHTS AND RULES			
Type	**Weight**	**Implementation Rule**	**Makeup Rule**
Final Exam	20%	Take-home. Open-ended questions. Instructions and questions are shared in SUCourse. Students upload their exam to SUCourse.	There is no makeup for missing assignments and late submissions are not accepted.
Midterm Exam	20%	Online. Open-ended questions. Open book, open notes (only hard-copy). No calculation or communication devices are allowed during the exam.	Only valid excuses with an official report are accepted to qualify for a makeup.

Individual Assignment	10%	Homework is due two weeks after the announcement date. Submissions via Turnitin module on SuCourse.	There is no makeup for missing assignments and late submissions are not accepted.
Simulation	10%	Individual group members take active part in the simulation exercise, join class discussions, and submit the related assignments. Grade is summed across all exercises.	No make-up
Project	30%	Groups upload three progress reports (i.e., deliverables) to SuCourse in the week of each group-wise meeting. The project grade is the average of the three deliverables.	There is no makeup for missing assignments and late submissions are not accepted.
Presentation	10%	Plenary final project presentations. All groups present their own work and give feedback to others.	No make-up
Bonus Assignments	+10%	A few chances are offered throughout the semester to collect maximum 10 bonus points. The bonus points are added to your final course grade. Some chances are before/after-class assignments, pop quizzes, polls, etc. The students may also collect maximum 2 bonus points from Research Points. 2 research points in SONA correspond to 1 bonus point in the course. A guide is posted on how to gain these Research Points in due course.	No make-up
Total	**100%**		

Peer Evaluation in Teamwork

Students are asked to provide an evaluation of the members of their team in the group project. The overall group grade is going to be multiplied by an adjustment factor to incorporate individual contribution to group work. The adjustment factor is calculated based on self and peer reviews using the rubric provided in the Appendix. The self and peer evaluation asks about how you and each of your teammates contributed to the team during the period you worked on your group assignment. The peer evaluation has a direct impact on your group project. That is, the combined group grade (i.e., project and presentation) is subject to this peer evaluation. The results of that may correct the group grade for individual students to a maximum of plus or minus 20% of the group grade. For example, if the group grade is 80, student A may receive 70, student B 80, student C 80, and student D 90, based on the peer evaluation. For a consensus to take place, at least two members of the team

should mark another member with an above or below the average group grade. Then the instructor will use her judgment to assign an adjustment factor, after contacting and/or meeting with the members of the team (if deem necessary).

The primary goal of this exercise is to avoid giving undeserved credit to individuals who did not help their teams and reward students who have done more than what the group expected of them with upward adjustments of marks.

Academic Honesty:

Learning is enhanced through cooperation and as such you are encouraged to work in groups, ask for and give help freely in all appropriate settings. At the same time, as a matter of personal integrity, you should only represent your own work as yours. Any work that is submitted to be evaluated in this class should be an original piece of writing, presenting your ideas in your own words. Everything you borrow from books, articles, or web sites (including those in the syllabus) should be properly cited. Although you are encouraged to discuss your ideas with others (including your friends in the class), it is important that you do not share your writing (slides, MS Excel files, reports, etc.) with anyone. Using ideas, text and other intellectual property developed by someone else while claiming it is your original work is *plagiarism*. Copying from others or providing answers or information, written or oral, to others is *cheating*. Unauthorized help from another person or having someone else write one's paper or assignment is *collusion*. Cheating, plagiarism and collusion are serious offenses that could result in an F grade and disciplinary action. Please pay utmost attention to avoid such accusations.

Classroom Policies and Conduct:

Sabancı BA in Management and MBA Programs values participatory learning. Establishing the necessary social order for a participatory learning environment requires that we all:
- Come to class on time.
- Come prepared to make helpful comments and ask questions that facilitate your own understanding and that of your classmates. This requires that you complete the assigned readings for each session before class starts.
- Listen to the person who has the floor.
- You are allowed to use your laptop during class and at times this will be required such as in pop quizzes. The general rule is to use your laptop only for class activities such as taking notes, conducting an in-class exercise etc. You should not be doing any non-class activities during class time. Laptop usage may be forbidden if it is abused or if it distracts the professor or other students.
- As a rule, students must have their mobile phones turned off at all times during an exam. In case of accessing any resources other than allowed (e.g., using cell phones or other electronic devices with an Internet), the related exam is graded with a zero.

Disclaimer: Circumstances may arise during the course that prevents the instructor from fulfilling each and every component of this syllabus; therefore, the syllabus is subject to change. Students will be notified prior to any changes. This includes the following tentative course schedule. If changes in the schedule are necessary, students will be held responsible for the revised schedule, which will be announced in class and on SuCourse.

Tentative Course Schedule:

Week 1	**Date:**	**1 March 2023**
	Topic:	Introduction to the Course
		Introduction to the Big Picture Framework
		Introduction to the Simulation
	Requirements:	Read the course manual
Week 2	**Date:**	**8 March 2023**
	Topic:	Business Strategy
	Requirements:	TBA
Week 3	**Date:**	**15 March 2023**
	Topic:	Marketing Strategy
	Requirements:	TBA
Week 4	**Date:**	**22 March 2023**
	Topic:	4B Analysis
	Requirements:	TBA
Week 5	**Date:**	**29 March 2023**
	Topic:	Value Proposition (STP)
	Requirements:	Read the individual assignment
Week 6	**Date:**	**5 March 2023**
	Topic:	Execution: Product and Promotion
	Requirements:	TBA
Week 7	**Date:**	**12 April 2023**
	Topic:	Execution: Pricing and Channel, Q&A
	Requirements:	Submit the individual assignment
Week 8	**Date:**	**19 April 2023**
	Topic:	Midterm Exam
	Requirements:	TBA
Week 9	**Date:**	**26 April 2023**
	Topic:	Guest Lecture
	Requirements:	Read the guest lecture bios
Week 10	**Date:**	**3 May 2023**
	Topic:	Project Meeting 1 (group-wise)
	Requirements:	Group project deliverable#1
Week 11	**Date:**	**10 May 2023**
	Topic:	Project Meeting 2 (group-wise)
	Requirements:	Group project deliverable#2
Week 12	**Date:**	**17 May 2023**
	Topic:	Project Meeting 3 (group-wise)
	Requirements:	Group project deliverable#3
Week 13	**Date:**	**24 May 2023**
	Topic:	No Class
	Requirements:	-
Week 14	**Date:**	**31 May 2023**
	Topic:	Plenary Group Project Presentations
	Requirements:	TBA

Appendix. Peer Review Rubric: For each way of contributing, please read the behaviors of that rating. You will confidentially rate yourself and your teammates by placing a mark in the relevant box. Note that the form will be shared in the form of an online survey.

Criterion	1 - Poor	2 - Fair	3 - Good	4 - Very Good	5 - Excellent
Contributing to the team's work	Does not do a fair share of the team's work. Delivers sloppy or incomplete work. Misses deadlines. Is late, unprepared, or absent for team meetings. Does not assist teammates. Quits if the work becomes difficult.	Demonstrates behaviors described immediately left and right.	Completes a fair share of the team's work with acceptable quality. Keeps commitments and completes assignments on time. Helps teammates who are having difficulty when it is easy or important.	Demonstrates behaviors described immediately left and right.	Does more or higher-quality work than expected. Makes important contributions that improve the team's work. Helps teammates who are having difficulty completing their work.
Interacting with teammates	Interrupts, ignores, bosses, or makes fun of teammates. Takes actions that affect teammates without their input. Does not share information. Complains, makes excuses, or does not interact with teammates. Is defensive. Will not accept help or advice from teammates.	Demonstrates behaviors described immediately left and right.	Listens to teammates and respects their contributions. Communicates clearly. Shares information with teammates. Participates fully in team activities. Respects and responds to feedback from teammates.	Demonstrates behaviors described immediately left and right.	Asks for and shows an interest in teammates' ideas and contributions. Makes sure teammates stay informed and understand each other. Provides encouragement or enthusiasm to the team. Asks teammates for feedback and uses their suggestions to improve.
Keeping the team on track	Is unaware of whether the team is meeting its goals. Does not pay attention to teammates' progress. Avoids discussing team problems, even when they are obvious.	Demonstrates behaviors described immediately left and right.	Notices changes that influence the team's success. Knows what everyone on the team should be doing and notices problems. Alerts teammates or suggests solutions when the team's success is threatened.	Demonstrates behaviors described immediately left and right.	Watches conditions affecting the team and monitors the team's progress. Makes sure that teammates are making appropriate progress. Gives teammates specific, timely, and constructive feedback.
Expecting quality	Satisfied even if the team does not meet assigned standards. Wants the team to avoid work, even if it hurts the team. Doubts that the team can meet its requirements.	Demonstrates behaviors described immediately left and right.	Encourages the team to do good work that meets all requirements. Wants the team to perform well enough to earn all available rewards. Believes that the team can fully meet its responsibilities.	Demonstrates behaviors described immediately left and right.	Motivates the team to do excellent work. Cares that the team does outstanding work, even if there is no additional reward. Believes that the team can do excellent work.
Having related knowledge, skills, and abilities	Missing basic qualifications needed to be a member of the team. Unable or unwilling to develop knowledge or skills to contribute to the team. Unable to perform any of the duties of other team members.	Demonstrates behaviors described immediately left and right.	Demonstrates sufficient knowledge, skills, and abilities to contribute to the team's work. Acquires knowledge or skills as needed to meet requirements. Able to perform some of the tasks normally done by other team members.	Demonstrates behaviors described immediately left and right.	Demonstrates the knowledge, skills, and abilities to do excellent work. Acquires new knowledge or skills to improve the team's performance. Able to perform the role of any team member if necessary.