

WAYNE STATE UNIVERSITY  
SCHOOL OF BUSINESS ADMINISTRATION  
WINTER 2002 SEMESTER

MKT 705  
SECTION 23325  
MARKETING STRATEGY

Dr. John C. Taylor

PROFESSOR:

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Office Hours: Monday 3-6:00PM, Tuesday 4:00-6:00PM, Thursday 5-6:00PM, and after class, or by appointment.

CLASS LOCATION, TIME AND SECTION:

129 State  
6:00PM - 8:45PM Thursday  
Section 23325

COURSE DESCRIPTION AND  
OBJECTIVES

BA705 is the MBA marketing strategy course. The course is designed to provide the student with an analysis of today's marketing functions from the perspective of the marketing manager. There will be a focus on marketing strategy and decisionmaking in the overall context, and from the standpoint of each functional element of marketing. The course also deals with the relationship of marketing strategy to corporate strategy, and the need to address the firm's environment through active management of a defensive strategy.

The class will begin with a discussion of the macroeconomic system and marketing's role within that system, and then will focus on corporate strategy, competitive analysis and defensive strategy,

and marketing strategy options. The class will then move to a discussion of market and customer analysis, segmentation and positioning, international marketing, and marketing strategy issues in each of marketing's functional areas.

#### TEXT AND READING MATERIALS

Textbook: Boyd, Walker, Mullins and Larreche, Marketing Management, Fourth Edition, McGraw-Hill Irwin, 2001.

Reading Material and Cases: Individual article and case handouts.

Relevant Periodicals: Students should also scan Business Week and The Wall Street Journal for articles relevant to class topics and/or cases.

#### GRADE DETERMINATION

Midterm Exam	350 Points (35%)
Final Exam:	400 Points (40%)
Group Project:	250 Points (25%)
Bonus Points:	Maximum of 30 per student. See comments.

#### COURSE FORMAT AND REQUIREMENTS

The course format will consist of class lectures, topic/reading material discussions, and discussion of several cases. There is a strong emphasis on participation and it will be critical for students to have read and analyzed relevant materials prior to class.

Students will be formed into groups of 3-4 people, for the purpose of analyzing the market and critiquing the marketing strategy for a recently introduced product. Students will form their own groups and turn in a list of the group member's names, phone numbers and e-mails. Any students not included in a group will be formed into a new group or added to an existing one. Groups will not necessarily all be the same size.

## Group Project Situation Analysis and Marketing Strategy Analysis

A comprehensive situation analysis and marketing plan for a specific company's new product/market will be prepared by the group, submitted as an overhead style report, and presented to the class. The following details apply:

- The product you plan on analyzing should be one which has recently been introduced. You may choose your product from among those described in the new product example handout, or select a similar situation from among products you are aware of. Those not described in the new product example handout should first be reviewed with the instructor. Note that the product must already be introduced, must be in at least 7 Detroit area stores, and must have current promotions in the market. Products which will not be accepted due to recent student projects or difficult product characteristics and information availability include:
  - New auto models
  - Cell phones, pagers and PDA's
  - Nutritional supplements
  - Hard liquors and beers and soft drinks
  - TV's and playstations
  - GPS's
  - Prescription drugs
- The company product introduction you plan on analyzing should be summarized in a one-two page typewritten outline and handed in at the beginning of class January 31. The summary should include information on the company and product, possible sources of information, and a project schedule showing key research tasks, persons assigned and internal due dates throughout the semester. Include meeting dates for the group.
- o Generally, it will be easier to find library information, and to observe marketing actions, for a consumer packaged goods company. Examples of product introduction situations could include various non-prescription drug introductions, foreign