

---

## MARKETING STRATEGY in Fall 2019 (BA5041)

<b>Course Code</b>	BA5041	<b>Professor(s)</b>	Evelyn Odonkor
<b>Prerequisites</b>	None	<b>Office Number</b>	G-2A04
<b>Class Schedule</b>	T: 09:00-10:20 in G-L21	<b>Office Hours</b>	By Appointment
<b>Credits</b>	2	<b>Email</b>	eodonkor@aup.edu
<b>Semester</b>	Fall 2019	<b>Office Tel. Ext.</b>	642

## Course Description

---

This course examines basic marketing concepts and tactics used in strategic marketing decision making.

We begin with an overview of principles of marketing, then provide an overview of the current and ongoing issues and challenges facing marketers today. The objective is to acquire a better understanding of concerns related to marketing a product or a person, the challenges involved and the strategies available to address these issues and overcome the challenges.

We'll use basic marketing concepts and principles to assist students to acquire valuable knowledge and skills for effectively planning, implementing, and controlling marketing activities. At the end of the course students should be equipped with tools for strategic decision-making that will lead to achieving and sustaining competitive advantages in the marketplace.

I believe marketing is best understood by doing, thus this course is highly participative. Roughly 25% of class time focuses on traditional lectures with the balance of class time devoted to activities, discussions and presentations. You will learn from your fellow students as much as from lectures and outside reading. Course lectures will focus on the theoretical underpinnings of marketing.

You will get as much out of the course as you put into it, so please be prepared to work hard as there is no sustainable shortcut for success, either in life or in this course!

## Course Learning Outcomes

---

---

## General Education

---

### Course Outline

CLASS SESSION	TOPIC	Articles and Cases to read before class
September 3	Introduction	
September 10	Principles of Marketing	Read: Chapter 1 (text book) <ul style="list-style-type: none"><li>• Rethinking Marketing</li><li>• Rethinking the 4ps</li></ul>
September 17	Tactics: Creating the consumer	Watch Century of the Self Century 1 & 2 <ul style="list-style-type: none"><li>• Happiness Machine</li><li>• The Engineering of Consent</li></ul> <a href="https://youtu.be/eJ3RzGoQC4s">https://youtu.be/eJ3RzGoQC4s</a>
September 24	Tactics: Managing the consumer	Watch Century of the Self Century 3 & 4 <ul style="list-style-type: none"><li>• There is a Policeman Inside All of Us</li><li>• Eight People Sipping Wine in the Age of AI</li></ul> <a href="https://youtu.be/eJ3RzGoQC4s">https://youtu.be/eJ3RzGoQC4s</a>
October 1	Principles of Marketing: the marketing plan	Read: Chapter 2 & 3 (text book) <ul style="list-style-type: none"><li>• The Ultimate Marketing Machine</li></ul>
October 8	Analyzing and Targeting	Read: <ul style="list-style-type: none"><li>• Chapter 4 &amp; 5 (text book)</li><li>• Marketing in the Age of Alexa</li></ul>
October 15	Creating Customer Value	Read: <ul style="list-style-type: none"><li>• When Marketing is Strategy</li></ul>
October 22	Tactics: Managing Products and services	Read: <ul style="list-style-type: none"><li>• Chapter 8 &amp; 9 (text book)</li></ul>
Study trip to COINTREAU		
October 29	Tactics: Managing Products and services	Read:

	services	<ul style="list-style-type: none"> <li>• Decision Driven Marketing</li> <li>• Case: Nestlé's Maggie</li> </ul>
November 6	Tactics: Managing Communications	Read: <ul style="list-style-type: none"> <li>• Chapter 12 (text book)</li> <li>• Core-Curriculum (HBR)</li> </ul>
November 13	Tactics : Managing Distribution	<b>READ</b> <ul style="list-style-type: none"> <li>• Chapter 13 (text book)</li> <li>• Beyond the Speed-Price Trade</li> </ul>
<b>November 20</b> <b>Ghana Study Tour</b> <b>No Class</b>	Gaining and Defending Market position	Read: <ul style="list-style-type: none"> <li>• Chapter 14 (text book)</li> <li>• Competing on a social purpose</li> </ul>
November 27	Managing Sales Growth	Read: <ul style="list-style-type: none"> <li>• Chapter 15 &amp;16 (text book)</li> <li>• Case: Kitkat in Japan</li> </ul>
December 4	Managing Growth: New Products & New Product lines	Read: <ul style="list-style-type: none"> <li>• Chapter 17 (text book)</li> <li>• Case: Chase Sapphire</li> </ul>
December ??  Exam 3  <b>Check the final exam date set for this class</b>	Please review all the lectures, articles and cases. The exam will be in the form of short answer questions. Be sure to check the exam time and room before the exam date of the exam.	

## Textbooks

Title	Author	Publisher	ISBN	Required
Strategic Marketing Management 10th Edition: The Framework	Alexander Chernev	Cerebellum Press	1936572591	Yes

---

## Attendance Policy

---

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

## Grading Policy

---

### Homework, classwork, Exams and projects

There will be no make-up work (homework, classwork, exams or projects) in this class.

Late assignments will receive 10 points less than the lowest grade received on the assignment.

### Final Exam

The final exam (exam 3) will cover everything that we've covered in this class since exam 2,

---

and in the form of multiple choice questions.

**GRADING:**

Individual work.....	80%
Attendance & Participation (including hmwk).....	20%
3 Exams (each worth 20%).....	60%
Group Work.....	20%

**Other**

---

**Participation score:** will be based on attendance and participation in class discussions and in-class activities. This score is based on the quality of the students' contribution not the quantity of it. High scores will be awarded to students who consistently demonstrate that they have read (or watched) and thought through the required assigned materials.

- Attendance: this is not simply a matter of being present, but also involves arriving on time and being prepared for each course session. Please bring the assigned reading materials including printouts of the cases to be discussed to class.
- Course Discussions: Various activities, full class and small group discussions are an essential part of the learning experience in this course. Actively participating in these exercises by providing input and feedback to other students and by listening when other students are speaking will enhance your learning.