

USF BSM 302: Marketing Fundamentals and Strategies

Course **Marketing Fundamentals and Strategies**

Course contents © Stephan Sorger
University of San Francisco BSM 302

Professor

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Meetings

May 23, 2016 – July 18, 2016; 6 PM – 10 PM; Pleasanton campus

Course Description

This course provides a survey of critical marketing concepts, language and tools. Course discusses pricing, product management and brand, integrated marketing communications, including advertising and public relations, market research, and channel management and distribution. The course includes lectures, class assignments and other activities. Marketing principles are applied to products and services, profit and non-profit organizations, and consumer and industrial sectors.

Course Outcomes

- Learn the value of applied marketing management
- Understand best practices through case studies
- Learn by doing through developing real-world marketing plans
- Understand your personal “brand” through a personal marketing plan

Prerequisites

- Restricted to Management Majors

Biography

Stephan Sorger, M.S., M.B.A. is an award-winning serial marketing executive, an adjunct faculty member of several major universities, the author of multiple marketing textbooks, a popular speaker on marketing topics, and a member of several advisory boards. Stephan is an expert on marketing analytics, new product development, marketing strategy and planning. He is the author of the Pearson Prentice-Hall textbook, “Marketing Planning: Where Strategy Meets Action,” as well as the ground-breaking book on analytics, “Marketing Analytics: Strategic Models and Metrics.”

Office Hours

Students are encouraged to meet during office hours to discuss questions about the course or to obtain general information, such as career advice in the field of marketing. No meetings on holiday weekends.

- Monday Evenings: After class in USF Pleasanton Campus, 6120 Stoneridge Mall Road #150
- Saturday Afternoons: 12PM-1PM at UC Berkeley Ext. Campus, 160 Spear Street, San Francisco, by appt.

Required Textbook

Print book version: “Marketing Planning: Where Strategy Meets Action.” Pearson Prentice-Hall, 2012.

ISBN # 978-0132544702

Kindle ebook version: “Marketing Planning: Where Strategy Meets Action.” Pearson Prentice-Hall, 2012.

ASIN # B006Y0XTJE

Resources

Course Website: Go to StephanSorger.com and click on the “Marketing Fundamentals” course link to access online materials for the course. Materials include Microsoft PowerPoint-based lecture slides, case studies, Internet articles, and videos, all indexed by chapter.

Grading and Course Components

Grading is calculated from the components shown below, using standard grading cutoff points:

100 – 94 = A, 93 – 90 = A-, 89 – 87 = B+, 86 – 84 = B, 83 – 75 = B-, 74 – 65 = C. No extra credit permitted.

	<u>Percent</u>
Midterm Exam:	30%
Final Exam:	30%
4Ps Project	20%
Assignments	<u>20%</u>
Total	100%

Exams:

Midterm Exam: Closed-book, and tests concepts and terminology from the textbook: Ch. 2, 3, 4, 5, 6

Final Exam: Closed-book, and tests concepts and terminology from the textbook: Ch. 7, 8, 9, 10, 11

4Ps Marketing Mix Project

Students will apply what they learn in a 4Ps marketing mix project, led by Professor Michelle Millar, in a special Saturday session. Professor Millar will provide additional information on the project, including grading criteria.

Assignments

Students will apply the knowledge they have learned toward a personal marketing plan. The personal marketing plan will indicate how students plan to “market themselves” in the competitive job market. The personal marketing plan will be executed in two parts: Part 1 (in assignment 1) and Part 2 (in assignment 2). Please follow format below:

Part 1: Strategy: Turn in Microsoft PowerPoint document with at least one slide for each section:

Objective: The objective, or goal, of your personal plan. What are you trying to achieve in the short term?

Mission Statement: The statement(s) that describe your “mission.” What is your goal? What values guide you?

Competitive Advantage: The unique competitive differentiators. What makes you special?

Market Overview: A description of the industry. What industry are you targeting? What are its trends?

Market Segments: Subsets within the industry. What specific area are you targeting?

Competition: Alternatives facing the industry. How do you compare against other applicants?

Strategy: Method for executing the objective. What will be your approach?

Part 2: Tactics: Turn in Microsoft PowerPoint document with at least one slide for each section:

Product/Service Tactics: Value proposition, messaging, and differentiation. How will you describe yourself?

Pricing Tactics: Setting price based on perceived value. How will you set your “price” in the market?

Distribution: Channels used to deliver the product. What logistics do you face—relocation, etc.?

Promotion: Vehicles to communicate to customers. How will you communicate your value to employers?

Implementation: Execution details of marketing plan. What is your timeline? What are your resources?

Assignments will be graded using the following criteria and point scores; 5 points available per assignment.

Organization and Clarity: Is personal marketing plan easy to follow?

0 points: Work missing some sections; Hard to follow; Typographical errors; Wrong order; Difficult to read

1 point: Work includes all sections; Concise; No errors; Correct order; Clear writing; Good use of graphics

“Product” Knowledge: Does personal marketing plan demonstrate strong “product” (product=you) knowledge?

0 points: Work vague; Difficult to understand unique value you bring; No specific examples

1 point: Work clear; Written and delivered with strong insight about yourself and the value you deliver

Market Knowledge: Does personal marketing plan demonstrate strong knowledge of employers and candidates?

0 points: No specific employers stated; No specific requirements stated; No ideal profile company

1 point: Specific; Concise; Target companies; Ideal company characteristics

Research: Does personal marketing plan show thorough secondary and primary research?

0 points: Few, if any citations, or URLs to show source of findings in personal marketing plan; No survey results

1 point: Many citations; Many URLs; Gives impression of thorough research into market; Includes informal survey

Logistics: Does personal marketing plan follow required guidelines?

0 points: Assignment late; Not sent via instructor-requested channel

1 point: Assignment on-time (or with university-approved excuse); Sent to instructor email

Schedule

May 23, 2016: Meeting 1

- Administration Review syllabus; Introduce class members
- Assignments Sample Plan (brief)
- Chapter 2 Competitive Advantage
- Chapter 3 Markets
- Video Video: How to Brand Yourself; Mission Statements; Competitive Advantages; Markets
- Case Study In-Class case study: International market entry
- Assignment 1 Assignment 1: Self-Marketing Plan, Part 1: Due on Meeting 4

May 30, 2016: No Meeting; Memorial Day Holiday

June 6, 2016: Meeting 2

- Chapter 4 Market Segmentation
- Marketing Mix Introduction to the 4Ps, aka the marketing mix
- Video Video: Malcolm Gladwell on Segmentation; Staples and the 4Ps
- Case Study In-Class case study: Market segments based on individual's life stage

June 13, 2016: Meeting 3

- Chapter 5 Competitive Landscape
- Chapter 6 Strategy
- Video Video: Competitive Research; Porter 5 Forces Strategies; Ansoff Growth Strategies
- Case Study In-Class case study: Coke vs. Pepsi competitive strategy
- Assignment 1 due Assignment 1 due before class starts
- Assignment 2 Assignment 2: Self-Marketing Plan, Part 2: Due on Meeting 7

June 20, 2016: Meeting 4

- Chapter 7 Products and Services
- Video Video: Product Life Cycle
- Case Study In-Class case study: Product line extension: Coke Zero
- Exam Midterm Examination (Ch. 2, 3, 4, 5, 6); Students may leave class when finished

June 27, 2016: Meeting 5

- Chapter 8 Pricing
- Chapter 9 Distribution
- Video Video: Demand and Supply Curves; Channels of Distribution
- Case Study In-Class case study: Distribution for new product: Mini breakfast pizza
- Assignment 2 due Assignment 2 due before class starts

July 4, 2016: No Meeting; 4th of July Holiday

Saturday, July 9, 2016: Meeting 6: Special Saturday Session

- Marketing Mix Special Saturday Session on the 4Ps, aka the Marketing Mix, with Prof. Michelle Millar

July 11, 2016: Meeting 7

- Chapter 10 Promotion
- Chapter 11 Finance
- Video Video: Advertising; Push vs. Pull; Social Media Marketing; Break Even Charts
- Case Study In-Class case study: Segment-based promotion plan for fitness center

July 18, 2016: Meeting 8

- Campaigns Marketing Campaigns using Automation (not on exam)
- Exam Final Examination (Ch. 7, 8, 9, 10, 11): Students may leave class when finished