



MKT 4395: STRATEGIC MARKETING MANAGEMENT

FALL 2024

Instructor:	Mr. Amit Mahimkar
Class Times:	TR 01:30 PM – 02:50 PM (COBA 318)
Office Hours:	MW 01:20 PM – 02:50 PM and TR 02:50 PM – 04:10 PM (COBA 214)
E-mail:	amahimkar@miners.utep.edu
Contact Preference:	Please contact me using Blackboard messaging.
Required Study Materials:	Ferrell, O. C., Michael Hartline, and Bryan W. Hochstein (2022), <i>Marketing Strategy</i> , 8 th ed. Cengage.

Course Description

The primary focus of this course is to offer a deeper understanding and proficiency in marketing strategy and planning. The specific objectives are to:

- Equip students with practical knowledge of marketing strategy
- Enhance problem-solving abilities
- Provide substantial experience in strategic decision-making
- Broaden awareness of the limitations inherent in strategic tools and concepts

Course Learning Objectives

Learning Objectives	Level of Learning from Bloom's Taxonomy	Course Activities	Assessments
1. Develop marketing strategies related to the 4Ps.	Understand, Apply	Group Project, In-class discussions	Group Project Presentation, Group Project Report
2. Assess the efficiency of marketing strategies	Apply, Analyze, Evaluate	Group Project, Individual Assignments	Exams, Group Project Presentation, Group Project Report, Individual Assignments
3. Select and communicate marketing strategies tailored to address specific business challenges.	Apply, Analyze, Evaluate	Group Project, Individual Assignments	Exams, Group Project Presentation, Group Project Report, Individual Assignments

Evaluation

Exams (4)	200 points
Group Project Report	200 points
Group Presentation	75 points
Group Peer Evaluation	25 points
Individual Assignments (4)	400 points
Participation/Attendance	100 points
Total Available Points	1000 points

Please be aware that I do not negotiate or round-up grades.

Exams (200 points total): Throughout the semester, there will be four exams. Each exam will consist of 50 multiple-choice questions and will be worth 50 points. The duration shall be 70 minutes for each. Exams shall be paper and pencil only, and you need to take them in class; so, please bring your scantrons on the day of the exam. To succeed in this course, it is essential that you engage in extensive and thorough preparation for each exam, as they will cover material from lectures, readings, handouts, videos, and class discussions. These exams will not be cumulative. Do not miss an exam. During exam days, it is critical that you arrive prepared and ready to take the exam. Once the exam begins, you will not be allowed to leave the class for any reason (unless you intend to turn in the exam). Therefore, please use the restroom before coming to class on exam days. If you are unable to attend an exam due to an excused and documented absence, you must notify me beforehand. In such cases, the final exam will count double to compensate for the missed exam.

Group Project (200 points): In groups comprising a minimum of 8 and a maximum of 9 members, students will choose a company and write a strategic marketing plan. Do not select big companies such as Apple, Samsung, Dell, etc. Additionally, the company you choose should not be one of those featured in the textbook case studies. All groups must submit their project report and presentations in advance by the deadline. Please refer to the 'Marketing Plan Worksheet' document uploaded on BlackBoard and follow the below format while writing the report:

Font (including references): 12-point Times New Roman

Text: Double-spaced

Page Layout: 1-inch margins on all sides with page numbers

Page Maximum: 20 pages excluding references

Group Presentation (75 points): Each group presentation shall be allocated a time slot in advance and shall be timed (maximum 30 minutes). Each student within the group shall be required to present. Failure to do so will result in zero points for the specific student on this activity. Please dress up formally for the presentation.

Group Peer Evaluation (25 points): Marketing analysis, strategy, and planning heavily rely on teamwork involving individuals with diverse backgrounds, skills, responsibilities, and priorities. Active and positive engagement from every group member plays a vital role in ensuring the success of a project. Given that academic course group projects do not have a predefined reporting hierarchy, each group member will assess and evaluate the contributions of their peers (either online or via an evaluation form). Failure to do so will result in zero points on this activity, irrespective of whether your group members have evaluated you or not.

Individual Assignments (400 points total): During the semester, you will be assigned four cases, each worth 100 points, and you will need to answer the questions at the end of each case. Your write-up should not exceed five double-spaced pages. Other formatting requirements remain the same as those specified for the group project report.

Participation/Attendance (100 points): Attendance will be taken at each class session, and your consistent presence is essential for success in this course. If you are unable to attend a class due to a personal or medical emergency, please notify me and provide supporting documentation. Additionally, active participation in class discussions through asking questions or sharing your perspectives is expected.

Ensure that you stay ahead of all the course requirements and submit them by the specified deadline, as no late assignments will be permitted under any circumstances.

Grading Scale

A	900 – 1000 points
B	800 – 899 points
C	700 – 799 points
D	600 – 699 points
F	Less than 600 points

Teaching Method

I employ a variety of teaching methods and techniques, including active lecturing, class discussions, readings, videos, slide presentations, online materials, and any other relevant materials that support your learning of the course material. Due to time constraints, it may not be possible to cover every important concept from the textbook during class time, so it is strongly advised that you read the textbook in advance of the lectures. Reading the chapter before we discuss it in class will help facilitate the learning process and better prepare you for the exams. Therefore, I highly encourage you to read the assigned chapter before attending the lecture.

Resources/Policies

Class Conduct: I expect students to be respectful of others. Examples of disrespectful behavior include frequently being tardy to class, being inattentive or sleeping during class, using electronic devices for purposes other than taking notes, reading or working on materials other than the current class content, and packing up belongings prior to the end of class.

Scholastic Dishonesty: Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes but is not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give an unfair advantage to a student or the attempt to commit such acts. Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HoOP) and available in the Office of Student Conduct and Conflict Resolution, may result in sanctions ranging from disciplinary probation, to failing grades on the work in question, to failing grades in the course, to suspension or dismissal, among others.

Students with Disabilities: If a student needs accommodations because of a documented disability, please visit the Disabled Student Services Office in the Union East room 106, (915) 747-5148. Their office and I will do our best to meet your learning needs.

COVID-19: If you have tested positive for COVID-19, you are encouraged to report your results to covidaction@utep.edu, so that the Dean of Students Office can provide you with support and help with communication with your professors. It is important to follow all instructions that you receive as part of the diagnosis, including isolation and staying at home until a negative test is produced.

If you experience COVID-19 symptoms, please follow the isolation protocol by staying at home and getting tested as soon as possible. If the test is negative but you are still seeking accommodations, please contact the Dean of Students Office for guidance in a timely manner. Your instructor will work with the Dean of Students Office to determine the extent of any such accommodations.

We strongly encourage you to think and act proactively in all matters related to COVID-19 and your academic endeavors. The best way that Miners can take care of Miners is to get the vaccine if you have not done so already.

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Fall 2024 Tentative Course Schedule

Date	Topics	Text
27-Aug	Course Overview	Syllabus Discussion
29-Aug	Marketing in Today's Economy	Ch. 1
3-Sep	Strategic Marketing Planning	Ch. 2
5-Sep	Collecting and Analyzing Marketing Information	Ch. 3
10-Sep	EXAM 1	Ch. 1-3
12-Sep	Case 1 (Gainsight) discussion	Individual Assignment 1
17-Sep	Developing Competitive Advantage and Strategic Focus	Ch. 4
19-Sep	Customers, Segmentation, and Target Marketing	Ch. 5 Individual Assignment 1 due
24-Sep	The Marketing Program	Ch. 6
26-Sep	EXAM 2	Ch. 4-6
1-Oct	Case 2 (Uber) discussion	Individual Assignment 2
3-Oct	Branding and Positioning	Ch. 7
8-Oct	Ethics and Social Responsibility in Marketing Strategy	Ch. 8 Individual Assignment 2 due
10-Oct	EXAM 3	Ch. 7-8
15-Oct	Case 3 (New-Belgium) discussion	Individual Assignment 3
17-Oct	Marketing Implementation and Control	Ch. 9
22-Oct	Developing and Maintaining Long-Term Customer Relationships	Ch. 10 Individual Assignment 3 due
24-Oct	EXAM 4	Ch. 9-10

29-Oct	Case 4 (Zappos) discussion	Individual Assignment 4
31-Oct	Final Project - Discussion with team members	Situation Analysis
5-Nov	Final Project - Discussion with team members	SWOT Analysis Individual Assignment 4 due
7-Nov	Final Project - Discussion with team members	Marketing Goals and Objectives
12-Nov	Final Project - Discussion with team members	Marketing Strategy
14-Nov	Final Project - Discussion with team members	Marketing Implementation
19-Nov	Group Presentation	Group Project Report due for all teams.
21-Nov	Group Presentation	
26-Nov	Group Presentation	
28-Nov	Holiday	Thanksgiving
3-Dec	Group Presentation	Group Peer Evaluation due for all teams.
5-Dec	Group Presentation	

*This is a tentative course schedule and is subject to change.