



<b>Course ID:</b>	<b>Course Title:</b>	<b>Summer 2021</b>
<b>BUS 480</b>	<b>Strategic Marketing (Directed Study)</b>	<b>Prerequisite:</b> <b>Six credits in Marketing at the 300-level</b>
		<b>Credits:</b> <b>3</b>

Class Information		Instructor Information		Important Dates	
<b>Delivery</b>	Directed Study	<b>Instructor:</b>	Dr. Nketti JohnstonTaylor (Dr JT)	<b>First day of classes:</b>	Mon, May 10th
<b>Days:</b>	Directed Study	<b>Email:</b>	<a href="mailto:nketti.johnstontaylor@ambrose.edu">nketti.johnstontaylor@ambrose.edu</a>	<b>Last day to add/drop, or change to audit:</b>	
<b>Time:</b>	NA	<b>Phone:</b>	(403) 968 5251	<b>Last day to request revised exam:</b>	
<b>Room:</b>	NA	<b>Office:</b>	N/A	<b>Last day to withdraw from course:</b>	
<b>Lab/ Tutorial:</b>	N/A	<b>Office Hours:</b>	Required - Once a month	<b>Last day to apply for coursework extension:</b>	
<b>Final Exam:</b>	Presentation			<b>Last day of classes:</b>	July 31st

**Course Description**

An integration of all the conceptual areas in the marketing discipline. The course will explore the analytical, planning, and communication skills required of successful marketing managers amidst demanding customers, fast-changing technologies, increasing global competition, and social changes in global markets. It will emphasize practical marketing planning, along with the development and implementation of marketing strategies.

## Expected Learning Outcomes

The objective of the course will be to show you the benefits of using a systematic approach to marketing decision making. This will enable you to understand how the “first principles” of marketing strategy helps firms organize the opportunities and challenges in today’s era. The challenges facing marketing researchers, consultants, and managers could arguably be integrated under one umbrella that comprises four fundamental marketing problems:

- All customer are different
- All customer change
- All competitors react
- All resources are limited

The next objective emphasizes how the “first principles” of marketing strategy help solve the four fundamental marketing problems, and help students develop competencies pertaining to each of the four “first principles”. You will learn how to measure customer preferences, recognize different ways to segment markets, identify attractive customers to target, determine the best positioning of your brand, and develop new products that add value.

## Textbook and Readings

Palmatier, R.W. & Sridhar, S. (2017). *Marketing strategy: Based on first principles and data analytics*. London: Palgrave. Additional readings will be assigned throughout the semester over and above those listed in the Weekly Reading and Assignment Schedule. These readings will be posted in Moodle

## Course Schedule

Topic	Chapter/s
Introductions Marketing Strategy: A First Principles Approach	1
Marketing Principle #1: All Customers Differ – Managing Customer Heterogeneity	2
Marketing Principle #2: All Customers Change – Managing Customer Dynamics	3
Marketing Principle #3: All Competitors React - Managing Sustainable Competitive Advantage	4
Marketing Principle #3: Managing Brand-based Sustainable Competitive Advantage	5
Marketing Principle #3: Managing Offering-based Sustainable Competitive Advantage	6
Marketing Principle #3: Managing Relationship-based Sustained Competitive Advantage	7

Marketing Principle #4: All resources are limited – Managing Resource Trade Off	8
Marketing Strategy: Implementing Marketing Principles and Data Analytics	9

\* Please note that this is subject to change

**Course Evaluation:**

The following is a summary of all evaluation methods and relative weights for the course. See the course schedule for due dates.

Item	Weighting
<b>1. Project plan/charter and presentation</b>	<b>Total: 15%</b>
<b>2. Principle 1 and 2</b> #1: All customers differ #2: All customers differ	<b>Total: 30%</b>
<b>3. Principle 3</b> #4: All Competitors React	<b>Total: 15%</b>
<b>4. Principle 4</b> #4: All resources are limited	<b>Total: 15%</b>
<b>5. Final report and presentation to Rotary</b>	<b>Total: 25%</b>
<b>Total</b>	<b>100%</b>

Note: To pass the course, students must achieve an overall grade of at least 50% on each method of evaluation.

**Summary of Assignments:**

	150 Ambrose Circle SW, Calgary, AB T3H 0L5 <b>T</b> 403-410-2000 <b>TF</b> 800-461-1222 info@ambrose.edu <b>ambrose.edu</b>
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**Assignment 1:** Project plan and presentation

**Students are required to develop a project plan, based on the project charter template. Discussed in class.**

**Assignment 2, 3 &4:** Presentation and Reporting on the 4 Principles

**Assignment 5:** Final Report and Presentation

**Submission of Assignments:**

All assignments (unless otherwise notified) are to be submitted via Moodle by the time indicated in the Weekly Reading and Assignment schedule. Late assignments will lose 10% per day late. Assignments will not be accepted more than 5 days late. In the case of legitimate or approved absence, and at the instructor's discretion, the assigned date may be rescheduled to a later date, or if this is not practically possible, the marks may be reallocated to other components of the course grade.

**Attendance & Participation:**

This course will be delivered as a directed study. As such, the instructor and student will arrange appropriate times to meet and discuss the course content.

**Grade Summary:**

The available letters for course grades are as follows:

<i>% Grade</i>	<i>Letter Grade</i>	<i>Description</i>
95% to 100%	A+	
90% to 94%	A	Excellent
85% to 89%	A-	
80% to 84%	B+	
76% to 79%	B	Good
72% to 75%	B-	
68% to 71%	C+	
64% to 67%	C	Satisfactory
60% to 63%	C-	
55% to 59%	D+	
50% to 54%	D	Minimal Pass
0% to 49%	F	Failure

Because of the nature of the Alpha 4.00 system, there can be no uniform College-wide conversion scale. The relationship between raw scores (e.g. percentages) and the resultant letter grade will depend on the nature of the course and the instructor's assessment of the level of each class, compared to similar classes taught previously.

Please note that final grades will be available on student registration system. Printed grade sheets are not mailed out.

three final exams within three consecutive exam time blocks; 3) the scheduled final exam slot conflicts with an exam at another institution; 4) extenuating circumstances. Travel is not considered a valid excuse for re-scheduling or missing a final exam.

## **Ambrose University Academic Policies:**

### **Communication**

All students have received an Ambrose e-mail account upon registration. It is the student's responsibility to check this account regularly as the Ambrose email system will be the professor's instrument for notifying students of important matters (cancelled class sessions, extensions, requested appointments, etc.) between class sessions. If students do not wish to use their Ambrose accounts, they will need to forward all messages from the Ambrose account to another personal account.

### **Registration**

During the **Registration Revision Period** students may enter a course without permission, change the designation of any class from credit to audit and /or voluntary withdraw from a course without financial or academic penalty or record. Courses should be added or dropped on the student portal by the deadline date; please consult the List of Important Dates. After that date, the original status remains and the student is responsible for related fees.

Students intending to withdraw from a course after the Registration Revision Period must apply to the Office of the Registrar by submitting a "Request to Withdraw from a Course" form or by sending an email to the Registrar's Office by the **Withdrawal Deadline**; please consult the List of Important Dates on the my.ambrose.edu website. Students will not receive a tuition refund for courses from which they withdraw after the Registration Revision period. A grade of "W" will appear on their transcript.

Students wishing to withdraw from a course, but who fail to do so by the applicable date, will receive the grade earned in accordance with the course syllabus. A student obliged to withdraw from a course after the Withdrawal Deadline because of health or other reasons may apply to the Registrar for special consideration.

### **Exam Scheduling**

Students, who find a conflict in their exam schedule must submit a Revised Examination Request form to the Registrar's Office by the deadline date; please consult the List of Important Dates. Requests will be considered for the following reasons only: 1) the scheduled final examination slot conflicts with another exam; 2) the student has

### **Electronic Etiquette**

Students are expected to treat their instructor, guest speakers, and fellow students with respect. It is disruptive to the learning goals of a course or seminar and disrespectful to fellow students and the instructor to use electronics for purposes unrelated to the course during a class session. Turn off all cell phones and other electronic devices during class. Laptops should be used for class-related purposes only. Do not use iPods, MP3 players, or headphones. Do not text, read, or send personal emails, go on Facebook or other social networks, search the internet, or play computer games during class. Some professors will not allow the use of any electronic devices in class. The professor has the right to disallow students to use a laptop in future lectures and/or to ask students to withdraw from the session if they do not comply with this policy. Repeat offenders will be directed to the Dean. If you are expecting communication due to an emergency, please speak with the professor before the class begins.

### **Academic Policies**

It is the responsibility of all students to become familiar with and adhere to academic policies as stated in the Academic Calendar. Personal information (information about an individual that may be used to identify that individual) may be required as part of taking this class. Any information collected will only be used and disclosed for the purpose for which the collection was intended. For further information contact the Privacy Compliance Officer at [privacy@ambrose.edu](mailto:privacy@ambrose.edu).

### **Extensions**

Although extensions to coursework in the semester are at the discretion of the instructor, students may not turn in coursework for evaluation after the last day of the scheduled final examination period unless they have received permission for a course Extension from the Registrar's Office. Requests for course extensions or alternative examination time must be submitted to the Registrar's Office by the deadline date; please consult the List of Important Dates. Course extensions are only granted for serious issues that arise "due to circumstances beyond the student's control."

### **Appeal of Grade**

An appeal for change of grade on any course work must be made to the course instructor within one week of receiving notification of the grade. An appeal for change of final grade must be submitted to the

Registrar's Office in writing and providing the basis for appeal within 30 days of receiving notification of the final grade, providing the basis for appeal. A review fee of \$50.00 must accompany the appeal. If the appeal is sustained, the fee will be refunded.

**Note:** Students are strongly advised to retain this syllabus for their records.

### **Academic Integrity**

We are committed to fostering personal integrity and will not overlook breaches of integrity such as plagiarism and cheating. Academic dishonesty is taken seriously at Ambrose University as it undermines our academic standards and affects the integrity of each member of our learning community. Any attempt to obtain credit for academic work through fraudulent, deceptive, or dishonest means is academic dishonesty. Plagiarism involves presenting someone else's ideas, words, or work as one's own. Plagiarism is fraud and theft, but plagiarism can also occur by accident when a student fails or forgets to acknowledge to another person's ideas or words. Plagiarism and cheating can result in a failing grade for an assignment, for the course, or immediate dismissal from the university college. Students are expected to be familiar with the policies in the current Academic Calendar that deal with plagiarism, cheating, and the penalties and procedures for dealing with these matters. All cases of academic dishonesty are reported to the Academic Dean and become part of the student's permanent record.

### **Mental Health Support**

All of us need a support system. We encourage students to build mental health supports and to reach out when help is needed.

#### On Campus:

- Counselling Services: [ambrose.edu/counselling](http://ambrose.edu/counselling)
- Peer Supportive Listening: One-to-one support in Student Life office. Hours posted at [ambrose.edu/wellness](http://ambrose.edu/wellness).
- For immediate crisis support, there are staff on campus who are trained in Suicide Intervention and Mental Health First Aid. See [ambrose.edu/crisissupport](http://ambrose.edu/crisissupport) for a list of staff members.

#### Off Campus:

- Distress Centre - 403-266-4357
- Sheldon Chumir Health Care Centre - 403-955-6200
- Emergency - 911

### **Sexual Violence Support**

All staff, faculty, and Residence student leaders have received *Sexual Violence Response to Disclosure* training. We will support you and help you find the resources you need. There is a website with on and off campus supports – [ambrose.edu/sexual-violence-response-andawareness](http://ambrose.edu/sexual-violence-response-andawareness).

#### Off Campus:

- Clinic: Sheldon Chumir Health Centre - 403-955-6200
- Calgary Communities Against Sexual Abuse - 403-237-5888