

**Marketing: Strategic innovations in a globally diversified world**

**Instructors:** Dr Ilijana Petrovska

**Course number:** DDBA 7211

**Type of course:** Major

**Semester:** Spring 2017

**Level of course:** 7

**Credits:** 10 ECTS

**Learning hours:** 250

**Prerequisite:** None.

**Schedule hours:** Thursday 18-21; Saturday 9-13 h, May 2017

**Room:** tbc

**Meeting hours:** by appointment

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***Course description***

Strategic marketing is the essential marketing activity – it organizes and directs all other marketing activities and aligns the firm with its customers. The current global environment is different, technology dependant and constantly changed; old skills and tools are not efficient any more on the todays market. In this module students are starting with reviewing the literature about the contemporary strategic marketing. After follows the research on the new market reality, new trends and world changes and movements. Further follows different strategies for marketing positioning and competitive advantage. Using innovations and creativity in product, channels developmet and creative marketing communications. Special focus is based on the co-creation and collaboration in the tactical implementation of the marketing strategy.

***Required texts***

- Mooradian, T.A., Matzler, K., and Ring, L.J. (2011), *Strategic Marketing* 1/e (New York: Pearson/Prentice Hall)
- Warren K. and Mark G. (2014), *Global Marketing*, global edition, Pearson edition

***Supplementary reading***

- Ofek, Elie, Toubia Olivier (2010) *Marketing and innovation management*. Google books
- Kent G. and Sachin W. (2011) *Case: Sony Targets laptop consumers in China: Segment global or local?*, Kellog School of Management
- Bhalla G. (2011) *Colaboration and cocreation: New platforms for marketing and innovation*, Soringedr Since + Business media  
HBR: The five competitive forces that shape strategy, Michael E. Porter  
HBR: What is strategy? Michael E. Porter
- HBR: The customer has escaped
- Sloan Management Review: Strategic Channel Design

***Learning outcomes:***

By the end of this course, students should be able to:

- To deeper the knowledge, skills and tools for competitive advantage in the global market
- Differentiate between different theoretical approaches in Marketing
- Apply the theoretical concept to practical issues in leading and managing organizations
- Construct and develop theoretical foundations for specific research problems
- Construct a research paper outline and deliver research

### ***Course delivery***

The course will be delivered through a combination of lectures, pair and group work activities, case studies, class discussions, individual or group presentations, supervised and independent research. Students are expected to be independent learners, participate actively in the learning process, and show a reasonable level of interest and enthusiasm about the course. Consequently, **students are expected to read the assigned texts prior to class discussion.** All assignments including homework should be completed by agreed deadlines and failing to meet the deadline will result in a grade F (Failure) for those particular assignments.

### ***Examination structure and assessment***

There will be no exam in the standard sense. Students' performance will be assessed in accordance to the subject learning outcomes through class participation activities, homework and a project. The project will be assessed according to specific criteria described in the task description. Students are encouraged to use the EBSCO database when preparing their homework and class project.

The weighting of the assessment components will be:

<b><i>Activity</i></b>	<b><i>%</i></b>
Class participation	30%
Assignment #1– Literature review	40%
Assignment #2 – Research methodology proposal	30%

*Notional learning time required:*

<b><i>Learning</i></b>	<b><i>Hours</i></b>
Class lectures	21
Assignment/project completion	100
Study time including reading and preparation	129
<b>Total learning hours</b>	<b>250</b>

<b>The grading scale used to determine course grades will be:</b>		
<b>Grading</b>	<b>%</b>	<b>Quality points</b>
<b>A</b>	4.00	96-100
<b>A-</b>	3.67	90-95
<b>B+</b>	3.33	87-89
<b>B</b>	3.00	83-86
<b>B-</b>	2.67	80-82
<b>C+</b>	2.33	77-79
<b>C</b>	2.00	73-76
<b>C-</b>	1.67	70-72
<b>D+</b>	1.33	67-69
<b>D</b>		63-66

**COURSE OUTLINE**

<b>Lecture/ day</b>	<b>Topics</b>	<b>Assignment</b>	<b>Book, Chapter or paper page</b>
Session 1	<ul style="list-style-type: none"> <li>- Strategic Marketing tools</li> <li>-</li> </ul>	Home Desk research on definitions of strategic Marketing – Summary to be presented in Session 2 (Assignment 1)	<ul style="list-style-type: none"> <li>- Mooradian, T.A., Matzler, K., and Ring, L.J. (2011), <i>Strategic Marketing</i> 1/e (New York: Pearson/Prentice Hall, ch.1</li> <li>-HBR: The five competitive forces that shape strategy, Michael E. Porter</li> <li>-HBR: What is strategy? Michael E. Porter</li> </ul>
Session 2	<ul style="list-style-type: none"> <li>- New Marketing reality</li> <li>- Strategic marketing concepts</li> </ul>	In class research of new realities, mentoring one –on-one process Presentation at the end on the class in Ppt	<ul style="list-style-type: none"> <li>- Warren and Mark (2014) <i>Global marketing</i>. Pearson ed.</li> <li>- Kent G. and Sachin W. (2011) <i>Case: Sony Targets laptop consumers in China: Segment global or local?</i>, Kellogg School of Management</li> </ul>
Session 3	<ul style="list-style-type: none"> <li>- Co creation and collaboration in marketing</li> </ul>	Discussion on the relationship in the cocreation	<ul style="list-style-type: none"> <li>- Bhallla (2011) <i>Colaboration and co-creation: New platforms for Marketing and innovation</i>. Springer Since + Business media</li> </ul>
Session 4	<ul style="list-style-type: none"> <li>- Innovations marketing</li> </ul>	Identification and Critical Assesment on different instruments used in innovations marketing Presentation of different instruments in Ppt	<ul style="list-style-type: none"> <li>- Ofek, Elie, Toubia Olivier (2010) <i>Marketing and innovation management</i>. Google books</li> </ul>
Session 5	<ul style="list-style-type: none"> <li>- Channels development</li> </ul>	Group work (2 students) on research article (Final project – Progress presentation at the end of session)	HBR: The customer has escaped Sloan Management Review: Strategic Channel Design -
Session 6	<ul style="list-style-type: none"> <li>- Marketing communications inonovations and creativity</li> </ul>	Presentation of research articles (Final project ) Critical analysis of the articles in a form of peer review (Assigment)	<ul style="list-style-type: none"> <li>- Robert J. Lavidge and Gary A. Steiner (1961) A model of predictive measurements of advertising effectiveness</li> <li>- John Rossiter,  Larry Percy and Robert Donovan (1991) A better advertising planning grid, <i>Journal of advertising research</i>: 11-21</li> </ul>

### ***Common Professional Components (CPC)***

<b>1) Functional Areas:</b>	
Marketing	7
Business Finance	
Accounting	
Management (Organizational Behaviour – Human Resources Management + Operations Management)	7
<b>2) The Business Environment</b>	
Legal Environment of Business	
Economics	
Business Ethics	1
Global Dimension of Business	7
<b>3) Technical Skills</b>	
MIS/IT Computing	1
Statistics/Quantitative Techniques	4
<b>4) Integrative Areas</b>	
Business Politics/Strategies	1
Internship/Practical (Comprehensive or Integrating Experience.....)	
<b>TOTAL HOURS</b>	<b>28</b>

#### ***Class attendance and participation***

- Attend every class and arrive on time. Attendance is compulsory.
- Students are responsible for everything that is announced, presented, or discussed in class.
- Students must actively participate by contributing to classroom discussions and asking questions.
- Students must read the assigned texts before coming to class.
- Students must bring the appropriate materials (textbooks, paper, pens, etc) to every class.
- Announcements and materials for each class will be regularly posted on the Share Point portal and students are obliged to consider them before coming to class.

#### ***Classroom behavior***

The classroom will be an academic and respectful environment. Disrespectful remarks or other inappropriate behavior will result in a daily mark of 'F' and/or removal from the classroom. The UACS policy concerning inappropriate behavior is in the Student Handbook. **The use of mobile phones is not allowed while class is in session.** The language of instruction is English, and all conversation and correspondence must be in English.

#### ***Academic honesty***

Students must do their own work. Cheating or copying of any kind will not be tolerated on exams, papers, homework, or any other assignments.

#### ***Plagiarism***

UACS does not tolerate plagiarism, which is the copying of another person's work without giving the author credit. Plagiarism of any kind will result in a grade of 'F' for the course. The UACS policy on plagiarism is in the Student Handbook.

#### ***Late work***

Having work completed on schedule is an important part of being responsible. Assignments are due at the beginning of class on the due date. **Late work will not be accepted for any reason.** Failure to submit the project or deliver the class presentation in due time will result in a mark of '0' (F).