COURSE DESCRIPTION: MET AD 857 MARKETING STRATEGIES

The course is mainly focused in the strategic universe of marketing. Therefore the course addresses as well topics in Strategy, Services Marketing and Consumer Behavior fields. Besides the conceptual knowledge proposed throughout the course content, the learning outcomes have the purpose of stimulating a critical and integrative perspective of the topics presented in other disciplines of Management and Marketing fields and their practice. In this sense, the preferred teaching methods are the discussion and integration of the concepts with real examples and case studies. Topics include analysis of the strategic environment, decisions, entry strategies, product/service development, as well as designing the strategy of the marketing plan.

COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Time</th>
<th>Area</th>
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</thead>
<tbody>
<tr>
<td>May 29th</td>
<td>Wednesday</td>
<td>5:30 PM – 6:00 PM</td>
<td>Introduction (on-line)</td>
</tr>
<tr>
<td>June 7th – 10th</td>
<td>Friday through Monday</td>
<td>9:30 AM – 5:00 PM</td>
<td>Topics (on-campus)</td>
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<tr>
<td>June 23rd</td>
<td>Sunday</td>
<td>tbd</td>
<td>Final (on-line)</td>
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COURSE OBJECTIVES AND SKILLS TO BE ACQUIRED BY STUDENTS:

- Understanding marketing development as a scientific field and its role in the global economy context;
- Understanding marketing as a mean to supply value to the customer, as well as the company, the stockholders and the society at large;
- Developing an integrated vision of the strategy system and context;
- Developing capabilities for analyzing the strategic position of the firm;
- Understanding the main factors influencing consumer behavior;
- Formulating goals and marketing strategies;
- Understanding and applying approaches, models and technics to support strategy decisions.
- Understanding the marketing process;
Marketing Strategies

- Developing a Strategic Marketing Plan;
- Recognize the importance of defining a positioning and gaining brand image;
- Recognize and explain the dimensions of services marketing and management;
- Explain and apply the main principles within the domain of strategy and marketing to service organizations.

In pursuing these objectives, the course will employ the following:
1. Lectures reviewing text information in a valued added manner with enhanced discussions of chapter topics;
2. Development of a team work;
3. Interaction in discussion to communicate about on-going text, lecture and discussion questions;
4. Readings from text, cases, and recent information sources. In an effort to:
   a. Combine theory and practice
   b. Combine the strategic with the tactical.

COURSE MATERIALS:
The material for the textbook and cases is provided below and the University Bookstore has the text and cases. Be careful you are sure that you will receive your textbook and other materials in sufficient time for the course.


PAPERS AND CASES: (COURSE PACKAGE FROM BU BOOKSTORE)
NOTE: You must have this material by the beginning of the course)


2. CORK’D: BUILDING A SOCIAL NETWORK FOR WINE LOVERS
   Reference no. 9-911-026
   Coles, P.
   Published by: Harvard Business Publishing (2010)
   Version: 31 July 2012

3. THE LEGO GROUP: BUILDING STRATEGY
   Reference no. 9B11M086
   Meister, D.; Bigus, P.
   Published by: Ivey Publishing (2011)

4. ZAPPOS.COM: DEVELOPING A SUPPLY CHAIN TO DELIVER WOW!
5. RENOVA TOILET PAPER: AVANT-GARDE MARKETING IN A COMMODITIZED CATEGORY
Reference no. 510-077-1
Bart, Y.; Chandon, P.; Sweldens, S.; Seabra de Sousa, R.
Published by: INSEAD (2010)

6. ZARA: STAYING FAST AND FRESH
Reference no. 612-006-1
R. Caro, F. (University of California at Los Angeles)
Published in: 2012

7. KYAIA: SHOES THAT FLY OFF THE SHELVES - CASE
Reference no. 312-001-1
Costa e Silva, S. (Universidade Catolica Portuguesa, Porto); Sousa, R. (Universidade Catolica Portuguesa, Porto); Oberdieck, L. (Universitat Trier)
Published in: 2012

8. CLUB MEDITERANEE: UPSCALE STRATEGY THROUGH INNOVATION AND QUALITY OF SERVICE (FOCUS ON ASIAN AREA)
Reference no. 310-181-1
Pavie, X.
Published by: ESSEC Business School (2010)

9. VIRGIN AMERICA: TAKING SOCIAL MEDIA AND VIRAL MARKETING TO NEW HEIGHTS
Reference no. 512-004-1
Kaplan, A. (ESCP Europe Campus Paris)
Published in: 2012

10. GOOGLE, INC: SEARCHING FOR NEW AVENUES FOR GROWTH, Reference no. 912-001-1
Purkayastha, D.; Tangirala, V.
Published by: IBS Center for Management Research (2012)
COURSE GRADING:
Your final grade will be based upon the following:

<table>
<thead>
<tr>
<th></th>
<th>%</th>
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<tbody>
<tr>
<td>1. Discussions and participation in the class (June 8, 9 and 10) (3 discussions)</td>
<td>3 x 5% 15%</td>
</tr>
<tr>
<td>2. Project Content Presentation (June 11)</td>
<td>30% 15% 45%</td>
</tr>
<tr>
<td>3. Comprehensive Exam (June 19th)</td>
<td>40%</td>
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GRADING PROCESS:
While there is no fixed absolute number of grades in any one level, it is important to note that high grades reflect an excellence in the understanding of class material and organization of thought. I will follow the Boston University, Metropolitan College, recommendations concerning grading standards. As such, A and A- grades are awarded for superior class work. This generally means that those that receive A (A and A-) level grades have distinguished themselves above others in the class as superior work. This distinction is reserved for the very best.

FINAL EXAM:
There will be a comprehensive final exam. The exam will cover information from lectures, discussions, videos, cases and readings. The exam is closed book/closed notes and closed online material. The exams will be structured to promote and reward learning, thinking and understanding. This will require memorization of important issues and terms as well as the ability to discuss concepts in an informed manner. The test will contain mainly open responses.

On Scheduling Your Exam:
The exam will be on the 23rd June. You will receive instructions in class.

ACADEMIC CONDUCT AND INTELLECTUAL HONESTY:
This course will strictly follow the Code of Academic Conduct of Boston University. The Metropolitan College Bulletin states: Academic conduct promoting the desired educational environment of the College involves behavior which refrains from cheating on exams, plagiarism, misrepresentation or falsification of data, theft or destruction of examinations or papers, or alteration, forgery, or knowing misuse of academic records or documents or other similar behavior. The internet has made

\[\text{from Metropolitan College “Code of Academic Conduct”}\]
plagiarism even easier, and be aware that text from the Internet is a bona fide form of plagiarism that could result in dismissal from Boston University. This applies in any course at Boston University.

### COURSE STRUCTURE

**MARKETING STRATEGIES AD 857**

**Course Calendar**

<table>
<thead>
<tr>
<th>June 7 - First class</th>
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<tbody>
<tr>
<td><strong>9:30 am – 11:15 am:</strong> 1) Definition and importance of the marketing for the XXI Century</td>
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<tr>
<td>- Definition and evolution of marketing discipline</td>
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<tr>
<td>- Marketing orientation</td>
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<tr>
<td>- Value, satisfaction and quality</td>
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<tr>
<td>- Market concept</td>
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<tr>
<td>- Competition</td>
</tr>
<tr>
<td><strong>Readings:</strong></td>
</tr>
<tr>
<td><strong>Coffe-break (15 minutes)</strong></td>
</tr>
<tr>
<td><strong>11:30 am – 1:00 pm:</strong> 2) Analysis of business opportunities in a dynamic context</td>
</tr>
<tr>
<td>- Analysis of opportunities</td>
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<tr>
<td>- Marketing environment</td>
</tr>
<tr>
<td>- Consumer behavior</td>
</tr>
<tr>
<td><strong>Lunch-break (1 hour)</strong></td>
</tr>
<tr>
<td><strong>14:00 pm – 15:30 pm:</strong> 2) Analysis of business opportunities in a dynamic context</td>
</tr>
<tr>
<td>- Resources, capabilities and core competencies</td>
</tr>
<tr>
<td>- Analysis of competition</td>
</tr>
<tr>
<td><strong>Readings:</strong></td>
</tr>
<tr>
<td><strong>Coffe-break (15 minutes)</strong></td>
</tr>
<tr>
<td><strong>15:45 pm – 17 pm:</strong> Discussion</td>
</tr>
<tr>
<td><strong>Case study:</strong> ZAPPOS.COM: DEVELOPING A SUPPLY CHAIN TO DELIVER WOW!</td>
</tr>
</tbody>
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* from Metropolitan College “Code of Academic Conduct”
# Marketing Strategies

## June 8 - Second class

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
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</table>
| 9:30 am – 11:15 am | 3) Strategic planning  
- Process of delivering value  
- Definition of business  
- Defining objectives and formulate strategies  
- Sources of competitive advantage  
- Marketing process  
- Marketing planning |

**Readings:**

*Chapters 2, 11*

### Coffe-break (15 minutes)

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
</table>
| 11:30 am – 1:00 pm | 4) Marketing strategy  
- Marketing Strategy: segmentation and positionning  
- Brand and brand image |

**Readings:**

*Chapters 8, 9, 10*

### Lunch-break (1 hour)

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
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</table>
| 14:00 pm – 15:30 pm | 5) Corporate strategy  
- Corporate strategy versus business strategy  
- Mission and vision  
- Strategic development  
  o Vertical integration  
  o Diversification |

**Readings:**

*Chapter 2*

*Chapters 14, 16*

Marketing Strategies

Coffe-break (15 minutes)

15:45 pm – 17 pm: Discussion

Case study: VIRGIN AMERICA: TAKING SOCIAL MEDIA AND VIRAL MARKETING TO NEW HEIGHTS

June 9 - Third class

9:30 am – 11:15 am: 6) Services marketing

- Service concept
- Service characteristics
- Services classification
- Services marketing

Readings:

Chapter 13

Coffe-break (15 minutes)

11:30 am – 1:00 pm: 7) Service perspective

- Services management
- Service perspective versus other strategic perspective
- Customer Relationship Management
- Relationship perspective versus transactional perspective

Readings:

Chapter 1, 2

Lunch-break (1 hour)

14:00 pm – 15:30 pm: Discussion

Case study: CORK’D: BUILDING A SOCIAL NETWORK FOR WINE LOVERS

Coffe-break (15 minutes)

15:45 pm – 17 pm: Developing and supervising the team project.

June 10 - Fourth class

9:30 am – 11:15 am: Developing and supervising the team project.
## Marketing Strategies

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:30 am – 1:00 pm</td>
<td>Team project development</td>
</tr>
<tr>
<td>1:00 pm – 1:15 pm</td>
<td>Lunch-break (1 hour)</td>
</tr>
<tr>
<td>1:15 pm – 2:15 pm</td>
<td>Presentations</td>
</tr>
<tr>
<td>2:15 pm – 2:30 pm</td>
<td>Coffee-break (15 minutes)</td>
</tr>
<tr>
<td>2:30 pm – 3:30 pm</td>
<td>Presentations</td>
</tr>
</tbody>
</table>

### APPENDIX

#### TEAM PROJECT

A case study will be assigned to each one of the six groups. A Power Point presentation will be developed and presented in classroom. The team work is focused on the strategic orientation and concerns of the company. According to the information available, the case should follow the structure of a Strategic Marketing Plan.