



**Course Number:** BA 503

**Course Name:** Marketing Strategies & Techniques

**Course Description:** Students will acquire a working knowledge of marketing strategy and tactics. In particular, students will learn how to tune the marketing mix (product, people, price, place, promotion) in response to a variety of market dynamics; explore the importance of a powerful brand; and identify tools, programs, strategies, and business models that support these elements. This course will explore application of these principles through case-based analysis and specific marketplace examples.

**Credit Hours:** 3 hours

**Professor:** TBD

**Office:** TBD

**eMail:** TBD

**Office Hours:** TBD

**Classroom:** NA

**Class time:** Online

**Required Text and Readings:** TBD

*Regular reading of professional business journals or newspapers such as The Wall Street Journal, Business Week, The Economist, Fortune, Forbes, INC., is highly recommended. The EOU library has subscriptions to many of these publications, and additional business resources, that are available free of charge to EOU students.*

**Prerequisites:** Admission to EOU graduate school and the MBA program.

**Learning Outcomes:** On completion, students will demonstrate the following outcomes.

- (1) Demonstrate a detailed understanding of the marketing mix
- (2) Perform a competitive analysis and identify market opportunities
- (3) Create a new market offering and validate the customer value proposition
- (4) Explain the concept of full-lifecycle product marketing and what each stage entails
- (5) Select the ideal channel(s) and the best promotional tools to complement each
- (6) Master the “process” of generating, capturing, and nurturing sales leads
- (7) Design analytical models for market forecasting and performance

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**Course Overview:**

Choosing the correct marketing strategy and technique separates the winners from the whiners – which team would you rather be on...

**Means of Assessment:** All learning outcomes are assessed with class discussion, case analysis, discussion briefs, and a comprehensive final project.

Assignment	Due Date	Max Score	Percentage of Total Grade	Learning Outcomes	Program Outcomes
Discussion & Participation	entire class	100	10%	2 - 6	1-6
Case Analysis	weekly	300	30%	1 - 7	1-6
Discussion Briefs	Week 3, 6	300	30%	4, 7	1-6
Final Project	Mon finals week	300	30%	1 - 7	1-6
Course Total		1,000	100%		

- **Discussion & Participation: 10% of Final Grade**

Working successfully in business requires collaboration, communication, and teamwork. This class will give you the opportunity to learn in a highly active and collaborative environment. 10% of your grade will be based on your regular participation in class discussions.

Of course, you must attend in order participate, yet we are looking for much more. You are expected to read assignments before class and be prepared to discuss the assigned topics in a spirited but respectful manner. The quantity of your participation is not as important as the quality of your participation. Your participation will be evaluated based on your ability to provide insightful analysis of discussion topics versus simply reciting theory and facts.

- **Case Analysis: 30% of Final Grade**

You will be presented with a case that summarizes the current situation of an existing organization and a critical set of decisions that must be made. Your job is to carefully sift through the information presented, decide which factors are most relevant to the current situation, weigh the options, and then propose a course of action.

Just as in real life, not all cases will contain complete information. In many cases you will need to make reasonable assumptions and then work through the scenario. This may also mean that you will need contingency plans just in case things don't unfold as expected.

With most cases we are not looking for a specific "right" answer, we are more interested in the analytical tools and reasoning used to arrive at the conclusion, and how well you can support and defend your plan of action.

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- **Discussion Briefs: 30% of Final Grade**

There will be two response briefs on “strategy in action” or other “hot topics” assigned over the course of the term. The assignments will be posted in your weekly module on Canvas. The assignment will usually consist of a video clip or article with questions that explore the topic in more detail. You will review the information presented and then prepare a response brief (maximum of 2 pages, 1.5 spaced, 12 point font) that responds to the questions.

The Response Briefs will be graded based on the sophistication of the written contribution and the quality of the information presented. We are looking for insightful analysis – not just a summary of what was included in the video/press clip.

- **Final Project: 30% of Final Grade**

The class will be broken into teams which will each address the strategic concerns of a specific organization over the course of the term. The teams will be formed the second week of class and each team will select an organization from a list supplied by your instructor. Teams can also suggest an organization that they would like to work on. The choice of organization must be approved by your instructor no later than week 2. Teams will each be responsible for conducting a strategic analysis and delivering a presentation + final report. The presentation will be delivered during week 10, the final report is due Monday of finals week. The specific details of report structure and content will be posted on Canvas.

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*Projects will **ONLY** be accepted on Canvas before the posted date. **Late projects will not be accepted.***

*Please be certain that you address the question(s) posed in all assignments. Additionally, please use appropriate grammar and “proofread” your document. **Points will be deducted for poorly prepared written assignments.** Papers that do not address the assigned question, or are “off-topic”, will receive no credit.*

The letter grade equivalent for the total points is as follows:

Grade	Minimum Points
A	95
A-	90
B+	86
B	83
B-	80
C+	76
C	73
C-	70
D	60
F	<60

The Writing Center provides a place — physical or virtual — where every EOU writer can find an interested, responsive reader. Writing tutorials are free of charge for EOU’s undergraduate and graduate students who are writing for any course at any level, or who are writing resumes, job letters, graduate applications, and more. Go to [eou.mywconline.com](http://eou.mywconline.com) to schedule an appointment in the Writing Center (Loso Hall 234). Students in online course can also visit the [eTutoring](#) page to submit papers to a writing tutor.

**Statement on Student Conduct:**

Eastern Oregon University places a high value upon student safety and protecting the inclusive and inviting nature of the learning environment. The university does not permit behavior that is disrespectful, threatening, or disruptive; to faculty, other students, or the learning process. This policy applies both inside and outside the classroom. Please refer to the student Code of Conduct for more details: <https://www.eou.edu/student-affairs/code-of-conduct/>

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**Statement on Academic Misconduct:**

Eastern Oregon University also places a high value upon the integrity of its student scholars. Any student found guilty of an act of academic misconduct (including, but not limited to, cheating, plagiarism, or theft of an examination or supplies) may be subject to having his or her grade reduced in the course in question, being placed on probation or suspended from the University, or being expelled from the University—or a combination of these. Please see Student Handbook at: <http://www.eou.edu/saffairs/handbook/honest.html>

**Accommodations/Students with Disabilities Policy:**

Any student who feels he or she may need an accommodation for any type of disability, please make an appointment to see me during my office hours or contact the Disability Services Office in Loso Hall, Room 234. Phone: 541-962-3081 ([disabsvc@eou.edu](mailto:disabsvc@eou.edu)). You can learn more about the types of services offered here: <https://www.eou.edu/disability/accommodations/>.

**Syllabus Prepared By:** W. Zehr

**Date:** 3/16/2017