



**COURSE SYLLABUS: MKT 601-Strategic Marketing**

**Instructor:** DR. SOMKIAT MANSUMITRCHAI

**Class:** Tue: 18:00-21:00 (EB 102)

**Office Hrs:** MC 3<sup>rd</sup> Floor (4-5:30 p.m)

**Tel:** 02-407-0525 **E-mail:** [somkiatm@yahoo.com](mailto:somkiatm@yahoo.com)

**Website:** <http://www.drsomkiatm.com>

**MBA**

*(Spring 2008)*

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**Philosophy And Goals:**

The basic objective of this course is intended to provide students with an understanding the strategic marketing planning process from research and practitioner perspectives. It covers the concept of strategic marketing from the customer and brand perspective. The course will go into the concept of marketing strategy: targeting, getting a sustainable competitive advantages, and brand positioning. Emphasis of this course will also be directed toward marketing implications.

**Course Outline:**

Session	Topic	Date
	<b>PART ONE: Introduction and Market Definition</b>	
1	Introduction to Marketing	<i>Feb 5, 08</i>
2	The Strategic Marketing Planning Process	
	<b>PART TWO: Situation Analysis</b>	
3	Scanning the Marketing Environment	
4	Customer, Industry and Competitor Analysis	
	<b>PART THREE: Marketing Objectives and Marketing Strategies</b>	
5	Segmentation, Targeting, and Positioning	
6	Managing Brand Strategies	
	<b>PART FOUR: Implementation</b>	
7	Product, Price, and Channel Decisions	
8	Marketing Communication	
9	Value Strategies, Branding, and the Internet	

**Performance Objectives**

Seminar sessions are designed to be discussion oriented. You will be expected to have read the assigned material and be ready to discuss it. The seminar sessions should be viewed as an opportunity to share ideas about important and complex issues.

**Performance Measures**

You will be assigned to a group, and your group will make several presentations during the semester. My lectures will synthesize the material contained in the text. Your job in your group presentations is to summarize and synthesize the insights provided by the readings.

In addition, you will write an individual research paper. This paper will be assigned in each class at appropriate time. All papers must be submitted on time.

### **Grading Breakdown**

Cases Discussion	10%
Assigned Readings	10%
Midterm Exam	25%
Final Exam	25%
Term Project	30%
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Total	100%

### **Class Participation**

Class participation is a key for learning. You are encouraged to share your ideas and experiences in the class throughout the semester. You are also motivated to express new ideas of marketing issues. Creativity is a key target for discussion. Class participation is a part of evaluation.

### **Text Books**

- David W. Carvens and Nigel F.Piercy, **Strategic Marketing**, 8<sup>th</sup> ed., McGraw-Hill, 2006
- Philip Kotler and Kevin Keller, **“Principles of Marketing”**, 12<sup>th</sup> ed, Prentice Hall, 2006

### **Suggested Books:**

- Roger A. Kerin, Steven W. Hartley, and William Rudelius, **“Marketing: The Core”**, McGraw Hill, 2004
- Thompson and Strickland, **“Crafting and Executing Strategy”**, 14<sup>th</sup> ed., McGraw Hill International Edition, 2005

### **Additional Readings**

Journal of Marketing, Journal of Consumer Research, Harvard Business Review  
Journal of Small Business Management, Small Business Journal, New Business Opportunities



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**CASES**

No	Cases	Date
1	Starbucks Coffee	<i>Feb 12 (Group 1)</i>
2	Southwest's Value Proposition: "Less for Much Less"	<i>Feb 19 (Group 2)</i>
3	BlueLight Specials Mean "Lights Out" for Kmart	<i>Feb 26 (Group 3)</i>
4	L'Oreal: Adapting Global Brands to Local Cultures	<i>Mar 4 (Group 4)</i>
5	MTV Global: Music Is the Universal Language	<i>Mar 11 (Group 5)</i>
6	Back to the future: Dynamic Pricing on the Web	<i>Mar 18 (Group 1)</i>
7	Markets of One: Treating Customers As Individuals	<i>Mar 25 (Group 2)</i>
8	Whole Foods: Positioning Away from Wal-Mart	<i>Apr 1 (Group 3)</i>
9	Globalization vs Americanization: Does Globalization Wear Mickey Mouse Ears?	<i>Apr 8 (Group 4)</i>
10	The Teen Market: Youth Will Be Served	<i>Apr 15 (Group 5)</i>
11	Are Consumer Goods Companies Getting Too Pushy?	<i>Apr 22</i>
12	Niching: Health Insurance for our Furry	<i>Apr 29</i>
13	Targeting Nontraditional Life Stages	<i>May 6</i>
<b>Project Presentation (May)</b>		

**For the Cases: What should you do?**

1. Summarize the case (Power Point presentation only)
2. Are there any issues related to the case and the company recently?
3. What are the issues in marketing strategy for the company in the future?
4. Make comments and lead discussions

**Sources:**

Company's website, News (TV, Radio, Newspaper, Magazine, Journal), Articles, publications

**Presentation:**

1. You will make power point presentation for 15-20 minutes for each case.
2. E-mail your presentation to [somkiatm@yahoo.com](mailto:somkiatm@yahoo.com) before 10 a.m. every Tuesday.
3. Late turn in is not acceptable