

Strategic Marketing Management

BUSI-520

CG Section 8WK 11/08/2019 to 04/16/2020 Modified 03/16/2022

Course Description

This course is designed to provide the student with a working knowledge of the steps involved in the analytical and decision-making processes involved in formulating, implementing and controlling a strategic marketing program for a product market entry.

Requisites

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog \(https://catalog.liberty.edu/\)](https://catalog.liberty.edu/).

Rationale

In order to market successfully and efficiently, a marketer must thoroughly understand and properly apply the principles of managing a marketing strategy. Developing a strategic marketing plan is a multifaceted task that requires research, analysis, and decision making. This course provides the student with knowledge and practice related to crafting a viable marketing plan.

Course Learning Outcomes

Upon successful completion of this course, the student will be able to:

- A. Apply concepts of marketing as they relate to strategic marketing management.
- B. Evaluate a firm's external environment to include consumer markets, competition, market segments, positioning, product and branding, services, pricing, promotion, and evaluation.
- C. Integrate biblical principles with the field of marketing management.

Course Resources

Click on the following link to view the required resource(s) for the term in which you are registered: [Liberty University Online Bookstore \(https://bncvirtual.com/liberty/\)](https://bncvirtual.com/liberty/).

Additional Materials for Learning

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Canvas [recommended browsers \(https://community.canvaslms.com/t5/Canvas-Basics-Guide/What-are-the-browser-and-computer-requirements-for-Canvas/ta-p/66\)](https://community.canvaslms.com/t5/Canvas-Basics-Guide/What-are-the-browser-and-computer-requirements-for-Canvas/ta-p/66)
- D. Microsoft Word

Course Assignments

Textbook readings and lecture presentations

Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations \(https://www.liberty.edu/institutional-effectiveness/student-expectations/\)](https://www.liberty.edu/institutional-effectiveness/student-expectations/), the student will complete the related checklist found in the Course Overview.

Discussions (2)

Discussions are collaborative learning experiences. Therefore, the student will create a thread in response to 1 of the available topics for the forum. The thread must be at least 600 words, reference at least 2 scholarly sources in addition to the course textbook in current APA format, and demonstrate course-related knowledge. In addition to the thread, the student will reply to at least 2 other classmates' threads. Each reply must be at least 250 words and reference at least 1 scholarly source in addition to the course textbook in current APA format.

Marketing Management Individual Project (MMIP) Assignments (7)

Discover Marketing Management Assignment

Each student must provide a description of the product/service and a brief history of the firm that produces the product/service. Assignments must include a title page that has the name of the project topic and the specific questions being addressed from the prompt, be at least 600 words (12-point Times New Roman font, double spaced), and include a separate references page. This will be reviewed for plagiarism by Turnitin.

Use Information to Drive Marketing Decisions Assignment

Each student must analyze the consumer market and market segments for its product/service. Assignments must include a title page that has the name of the project topic and the specific questions being addressed from the prompt, be at least 600 words (12-point Times New Roman font, double spaced), and include a separate references page. This will be reviewed for plagiarism by Turnitin.

Develop Value Offering Product Experience Assignment

Each student must describe the positioning, competition, and branding for the product/service. Assignments must include a title page that has the name of the project topic and the specific questions being addressed from the prompt, be at least 600 words (12-point Times New Roman font, double spaced), and include a separate references page. This will be reviewed for plagiarism by Turnitin.

Price and Deliver Value Offering Assignment

Each student must describe the support services, pricing, and distribution of the product/service. Assignments must include a title page that has the name of the project topic and the specific questions being addressed from the prompt, be at least 600 words (12-point Times New Roman font, double spaced), and include a separate references page. This will be reviewed for plagiarism by Turnitin.

Communicate the Value Offering Assignment

Each student must analyze the promotions and socially responsible marketing associated with the product/service. Assignments must include a title page that has the name of the project topic and the specific questions being addressed from the prompt, be at least 600 words (12-point Times New Roman font, double spaced), and include a separate references page. This will be reviewed for plagiarism by Turnitin.

Final Assignment

Each student must compile the 5 project installments found above into one cohesive document. The final project must include a title page, a brief introduction delineating the purpose of the project, a separate section (with heading) for each content component, and a 2-page recommendations and conclusions section. This section must offer suggestions for strategic or operational changes based on the research that has been conducted. The total length (not including title page and references) must be between 5,000–7,250 words. There must be at least 10 relevant scriptural citations found throughout the document, with their relevance to the topic at hand explained. At least 15 scholarly resources (in addition to the Bible) must be used.

Integration of Faith and Learning Assignments (2)

The student will complete 2 Integration of Faith and Learning (IFL) essays that are at least 500 words each, use 2 scholarly sources, are in current APA format, and are submitted as Microsoft Word documents. The student will contemplate the assigned Scripture verse and relate it to marketing management. This will be reviewed for plagiarism by Turnitin.

✓ Course Grading

Course Requirements Checklist	10
Discussions (2 at 100 points each)	200
Marketing Management Individual Project (MMIP) Assignments	
Discover Marketing Management Assignment	100
Use Information to Drive Marketing Decisions Assignment	100
Develop Value Offering Product Experience Assignment	100
Price and Deliver Value Offering Assignment	100
Communicate the Value Offering Assignment	100
Final Assignment	100
Integrations of Faith and Learning Assignments (2 at 100 pts ea)	200
Total	1010

Policies

Late Assignment Policy

Course Assignments, including discussions, exams, and other graded assignments, should be submitted on time.

If the student is unable to complete an assignment on time, then he or she must contact the instructor immediately by email.

Assignments that are submitted after the due date without prior approval from the instructor will receive the following deductions:

1. Late assignments submitted within one week after the due date will receive up to a 10% deduction.
2. Assignments submitted more than one week and less than 2 weeks late will receive up to a 20% deduction.
3. Assignments submitted two weeks late or after the final date of the course will not be accepted outside of special circumstances (e.g. death in the family, significant personal health issues), which will be reviewed on a case-by-case basis by the instructor.
4. Group projects, including group discussion threads and/or replies, and assignments will not be accepted after the due date outside of special circumstances (e.g. death in the family, significant personal health issues), which will be reviewed on a case-by-case basis by the instructor.

Disability Assistance

Students with a disability and those with medical conditions associated with pregnancy may contact Liberty University's Online

Office of Disability Accommodation Support (ODAS) at LUOODAS@liberty.edu for accommodations. Such accommodations require appropriate documentation of your condition. For more information about ODAS and the accommodations process, including how to request an accommodation, please visit <https://www.liberty.edu/online/online-disability-accommodation-support/> (<https://www.liberty.edu/online/online-disability-accommodation-support/>). Requests for accommodations not related to disabilities or pregnancy must be directed to the Registrar’s Office, which generally handles medical needs support.

If you have a complaint related to disability discrimination or an accommodation that was not provided, you may contact ODAS or the Office of Equity and Compliance by phone at (434) 592-4999 or by email at equityandcompliance@liberty.edu. Click to see a full copy of Liberty’s [Discrimination, Harassment, and Sexual Misconduct Policy](https://www.liberty.edu/media/1226/Liberty_University_Discrimination_Harassment_and_Sexual_Misconduct_Policy.pdf) (https://www.liberty.edu/media/1226/Liberty_University_Discrimination_Harassment_and_Sexual_Misconduct_Policy.pdf) or the [Student Disability Grievance Policy and Procedures](http://www.liberty.edu/media/8021/Disability_Grievance_Procedures.pdf) (http://www.liberty.edu/media/8021/Disability_Grievance_Procedures.pdf).

Course Attendance

In an effort to comply with U.S. Department of Education policies, attendance is measured by physical class attendance or any submission of a required assignment within the enrollment dates of the course (such as examinations, written papers or projects, any discussion posts, etc.) or initiating any communication with one’s professor regarding an academic subject. More information regarding the [attendance policy](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwiki.os.liberty.edu%2Fdisplay%2FIE%2FOnline%2BAttendance%2Band%2BNon-Attendance&data=02%7C01%7Caccollins2%40liberty.edu%7Cd91431fa6ac547056b5408d833029e1a%7Cbf8218eb3024465a9934a39c97251b2%7C0%7C0%7C637315433613719138&sdata=%2BNBTsPOoXuHAPLfISQRugK7cRSuV6UyC7qD3agf3l2k%3D&reserved=0) (<https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwiki.os.liberty.edu%2Fdisplay%2FIE%2FOnline%2BAttendance%2Band%2BNon-Attendance&data=02%7C01%7Caccollins2%40liberty.edu%7Cd91431fa6ac547056b5408d833029e1a%7Cbf8218eb3024465a9934a39c97251b2%7C0%7C0%7C637315433613719138&sdata=%2BNBTsPOoXuHAPLfISQRugK7cRSuV6UyC7qD3agf3l2k%3D&reserved=0>) can be found in the [Academic Course Catalogs](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.liberty.edu%2Findex.cfm%3FPID%3D791&data=02%7C01%7Caccollins2%40liberty.edu%7Cd91431fa6ac547056b5408d833029e1a%7Cbf8218eb3024465a9934a39c97251b2%7C0%7C0%7C637315433613729132&sdata=DjjhMiRBFnF%2B2ZJUC8eBd1OdNb26S9ADukODYsilXIA%3D&reserved=0) (<https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.liberty.edu%2Findex.cfm%3FPID%3D791&data=02%7C01%7Caccollins2%40liberty.edu%7Cd91431fa6ac547056b5408d833029e1a%7Cbf8218eb3024465a9934a39c97251b2%7C0%7C0%7C637315433613729132&sdata=DjjhMiRBFnF%2B2ZJUC8eBd1OdNb26S9ADukODYsilXIA%3D&reserved=0>). Regular attendance in online courses is expected throughout the length of the term. Students who do not attend within the first week of a sub-term by submitting a required academic assignment (such as the Course Requirements Checklist, an examination, written paper or project, discussion post, or other academic activity) will be dropped from the course. Students who wish to re-engage in the course are encouraged to contact Academic Advising to discuss their enrollment options. Students who begin an online course, but at some point in the semester cease attending, and do not provide official notification to withdraw, will be assigned a grade of “FN” ([Failure for Non-Attendance](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwiki.os.liberty.edu%2Fdisplay%2FIE%2FUnofficial%2BWithdrawals&data=02%7C01%7Caccollins2%40liberty.edu%7Cd91431fa6ac547056b5408d833029e1a%7Cbf8218eb3024465a9934a39c97251b2%7C0%7C0%7C637315433613729132&sdata=MoMvZdPfa69InuhVHMHAVgu59ZP0Fw45xJTU9PIBrU%3D&reserved=0) (<https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwiki.os.liberty.edu%2Fdisplay%2FIE%2FUnofficial%2BWithdrawals&data=02%7C01%7Caccollins2%40liberty.edu%7Cd91431fa6ac547056b5408d833029e1a%7Cbf8218eb3024465a9934a39c97251b2%7C0%7C0%7C637315433613729132&sdata=MoMvZdPfa69InuhVHMHAVgu59ZP0Fw45xJTU9PIBrU%3D&reserved=0>)). Students wishing to withdraw from courses after the official start date should familiarize themselves with the [withdrawal policy](#).

Grading Scale

A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
940-1010	920-939	900-919	860-899	840-859	820-839	780-819	760-779	740-759	700-739	680-699	679 and below

For courses with a Pass/NP final grade, please refer to the Course Grading section of this syllabus for the assignment requirements and/or point value required to earn a Passing final grade.

Add/Drop Policy

The full policy statement and procedures are published in the [Policy Directory](https://wiki.os.liberty.edu/display/IE/Dropping+and+Adding+Online+Classes) (<https://wiki.os.liberty.edu/display/IE/Dropping+and+Adding+Online+Classes>).

Honor Code

Liberty University comprises a network of students, Alumni, faculty, staff and supporters that together form a Christian community based upon the truth of the Bible. This truth defines our foundational principles, from our Doctrinal Statement to the Code of Honor. These principles irrevocably align Liberty University’s operational procedures with the long tradition of university

culture, which remains distinctively Christian, designed to preserve and advance truth. Our desire is to create a safe, comfortable environment within our community of learning, and we extend our academic and spiritual resources to all of our students with the goal of fostering academic maturity, spiritual growth and character development.

Communities are predicated on shared values and goals. The Code of Honor, an expression of the values from which our Doctrinal Statement was born, defines the fundamental principles by which our community exists. At the core of this code lie two essential concepts: a belief in the significance of all individuals, and a reliance on the existence of objective truth.

While we acknowledge that some may disagree with various elements of the Code of Honor, we maintain the expectation that our students will commit to respect and uphold the Code while enrolled at Liberty University.

Adherence to the principles and concepts established within facilitates the success of our students and strengthens the Liberty community.

The Code of Honor can be viewed in its entirety at <http://www.liberty.edu/index.cfm?PID=19155> (<http://www.liberty.edu/index.cfm?PID=19155>).

Schedule

When	Topic	Notes
Course Overview	Student Acknowledgements	Course Requirements Checklist
Module 1: Week 1	Learn	Read: 2 items Watch: 1 item
	Apply	Integration of Faith and Learning: Character Assignment
Module 2: Week 2	Learn	Read: 3 items Watch: 1 item
	Apply	Marketing Management Individual Project (MMIP): Discover Marketing Management Assignment
Module 3: Week 3	Learn	Read: 5 items Watch: 1 item
	Apply	Marketing Management Individual Project (MMIP): Use Information to Drive Marketing Decisions Assignment
Module 4: Week 4	Learn	Read: 2 items Watch: 1 item
	Apply	Discussion: Customer Loyalty, Global Marketing, Branding
Module 5: Week 5	Learn	Read: 3 items Watch: 1 item
	Apply	Marketing Management Individual Project (MMIP): Develop Value Offering Product Experience Assignment
Module 6: Week 6	Learn	Read: 3 items Watch: 1 item
	Apply	Marketing Management Individual Project (MMIP): Price and Deliver Value Offering Assignment Integration of Faith and Learning: Responsibility Assignment

When	Topic	Notes
Module 7: Week 7	Learn	Read: 3 items Watch: 1 item
	Apply	Marketing Management Individual Project (MMIP): Communicate the Value Offering Assignment Discussion: Product Strategy, Distribution, Social Media Marketing
Module 8: Week 8	Learn	Read: 1 item Watch: 1 item
	Apply	Marketing Management Individual Project (MMIP): Final Assignment