

BA 4722 – MARKETING STRATEGY
Course Schedule (FRI 14:40-18:15)

Instructor:	DENİZ ÇALIŞ
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Office Hours:	By Appointment
Course Web Page:	
Course Description:	
<p>This course focuses on competitive positioning at the heart of marketing strategy and includes in-depth discussion of the processes used in marketing to achieve competitive advantage against competitors. The course is primarily about creating and sustaining superior performance in the marketplace. It focuses on the two central issues in marketing strategy formulation – the identification of target markets and the creation of a differential advantage.</p> <p>In doing that, it recognizes the emergence of new potential target markets born of the recession, increased concern for climate change and disruption from on-going technological advances.</p> <p>It points out ways in which firms can differentiate their offerings through the recognition of environmental and social concerns and innovation. Topics examined include service quality and relationship marketing, networks and alliances, innovation, internal marketing and corporate social responsibility. Emphasis is placed on the development of dynamic marketing capabilities, together with the need to reassess the role of marketing in the organisation as a critical process and not simply as a conventional functional specialization.</p> <p>Students are going to be graded based on their performances on individual projects, a group project and one written exam. There will be no final exam.</p>	
Course Student Learning Objectives: (CSLOs)	
<p>Upon successful completion of this course, students should be able to:</p> <p>Course Specific Skills:</p> <ol style="list-style-type: none"> 1. Understand the fundamental changes that are taking place in how marketing operates in organizations 2. Understand the market-led approach to strategic management and the framework for developing marketing strategy 3. Understand the competitive environment in which the company operates and draws specifically on recent changes brought about by recession and concerns for sustainability 4. Learn the techniques available for identifying market segments (or potential targets) and current (and potential) positions <p>Discipline Specific Skills:</p> <ol style="list-style-type: none"> 5. Understand how to create a sustainable position in the marketplace. 6. Knowledge about strategic customer management and corporate social responsibility 7. Knowledge about Strategic alliances and networks and internal marketing 8. Be sensitized to competition for the second decade of the 21st century 9. Identify the major changes taking place in markets, the necessary organizational responses to those changes and the competitive positioning strategies that could form the cornerstones of effective future marketing. <p>Personal and Key Skills:</p> <ol style="list-style-type: none"> 10. Critical thinking 11. Teamwork 12. Presentation 	

Learning and Teaching Methods:

Formal lectures, in-class discussions, group work, presentation sessions.

Required Reading:**Text Book:**

Marketing Strategy and Competitive Positioning; Graham Hooley • Nigel F. Piercy • Brigitte Nicoulaud • John M. Rudd, Pearson, Sixth edition

Suggested Reading:

Philip Kotler, Hermawan Kartajaya, Iwan Setiawan "Marketing 4.0: Moving from Traditional to Digital" Wiley, 2016

Assessment and Grading:

Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by the assessment	Feedback Method
Group Presentations & Projects	40	60 Min. Presentation & Discussion	2,3,4,6,7,9,10,11,12	Oral & Written
Individual Presentations & Projects	30	5 Min. for each Individual Presentation & Discussion	1,2,3,10,12	Oral & Written
Midterm	30	75 Min. Essay Type Exam	1,2,3,5,6,7,8,9,10	Written

Course Policies:

STUDENT DISABILITIES: Any student, who, because of a disabling condition, may require special arrangements in order to meet course requirements, should contact the instructor as soon as possible. Students should present the appropriate documentation from the university's Disability Support Office (Engelsiz ODTÜ Birimi, ODTÜ Kütüphanesi, Solmaz İzdemir Salonu, Tel: 210.7196; engelsiz@metu.edu.tr) verifying their disability, and outlining the special arrangements required. Please note that no ac

commodations will be provided to the disabled students prior to the completion of this approved University process.

ACADEMIC DISHONESTY: The Department of Business Administration has no tolerance for acts of academic dishonesty. Such acts damage the reputation of METU, the department and the BA/MBA/MS degree and demean the honest efforts of the majority of the students. The minimum penalty for an act of academic dishonesty will be a zero for that assignment or exam.

CHEATING: All university, faculty/institute, and department principles on academic honesty will be strictly enforced. The usual consequence for academic dishonesty is failure of the course and referral of the case to the Dean of the Faculty/Institute for additional disciplinary action. Examinations are individual and are to be completed without outside assistance of any sort. Persons observed cheating during examinations will receive a failing grade in the course. Homework assignments are individual, unless otherwise specified by the instructor, and are to be completed without outside assistance of any sort, as well. Persons observed cheating in their homework assignments will receive a score of zero for the portion of the semester grade that is allocated to such assignments.

PLAGIARISM: The instructor assumes that students will do their own work. By placing their names on assignments (individual or team), students are affirming that the contents are their original work. Any previous work available from files or past students, as well as materials available on the internet may be used only as a suggestive model. Violation of this provision will be considered as unethical behavior, subject to disciplinary action. If you have any doubt about the use of a specific material, see the instructor ahead of time. Any material used from outside sources should be referenced appropriately.

METU HONOR CODE

Every member of METU community adopts the following honor code as one of the core principles of academic life and strives to develop an academic environment where continuous adherence to this code is promoted.

"The members of the METU community are reliable, responsible and honorable people who embrace only the success and recognition they deserve, and act with integrity in their use, evaluation and presentation of facts, data and documents."

CIVILITY IN THE CLASSROOM: Students are expected to assist in maintaining a classroom environment which is conducive to learning. In order to assure that all students have an opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from using laptop computers and cellular phones, making offensive remarks, reading newspapers, sleeping, or engaging in any other form of distraction. Inappropriate behavior in classroom shall result, minimally, in a request to leave class.

Past observations showed that the METU classroom experience is improved when the following are true:

Students arrive on time. Timely arrival ensures that classes are able to start and finish at the scheduled times. Timely arrival shows respect for both fellow students and faculty and it helps to create a better learning

environment by reducing avoidable distractions.

Students are fully prepared for each class. Much of the learning in this course takes place during classroom discussions. When students are not prepared, they cannot contribute to the learning process. This affects not only the individual but also the classmates who count on them.

Students respect the views and opinions of their colleagues. Disagreement and debate are encouraged; however, intolerance for the views of others is unacceptable.

Laptops, phones and wireless devices are turned off.

STUDENT EXCUSES: In case you cannot attend one of the examinations, if and only if you can present an official (dean's or president's office approved) excuse or METU Medical Center certified Health Report, you will be eligible to take a make-up examination.

KNOW YOUR RIGHTS AND RESPONSIBILITIES! <http://oidb.metu.edu.tr/en/academic-rules-and-regulations>

NOTE THE IMPORTANT DATES ON THE ACADEMIC CALENDAR! <http://oidb.metu.edu.tr/en/academic-calendar>

The instructor assumes that students who attend the next class have understood and accepted to agree with all the requirements and rules of this course.

Notes:

- Usage of cell phones is strictly prohibited during class. Please be courteous to your classmates and me and make sure that your phones are on silent mode before the class begins.
- Please arrive on time and do not enter the classroom if I already have closed the classroom doors. If you have to leave early, please inform me in advance.
- Please turn in the homework assignments on time and note that no late assignments (no matter how late) will be accepted.
- For your questions, concerns, or, suggestions, please make an appointment with me via e-mail.

The following table gives the tentative schedule for the semester. The lectures will stress the most important and/or most difficult material. Appendices are required only if they are assigned. The students are required to read the chapters and appendices before they are covered in class.

Tentative Course Schedule				
Month	Day	Topic	Reading/ Assignment	CSLO
Week1		Introduction & Course Description		1,6,8
Week2		Market-Led Strategic Management Strategic Marketing Planning		1,2,3,4,5,6
Week3		Competitive Market Analysis The Changing Market Environment		1,2,3
Week4		Customer Analysis Competitor Analysis		1,2,3,7
Week5		Individual Project Presentations Evaluation & Discussion		1,2,3,10,12
Week6		Segmentation and Positioning		1,2,3,4,9
Week7		Selecting Market Targets Creating Sustainable Competitive Advantage		3,9
Week8		Competing through new marketing mix Competing through innovation Competing through customer relations		1,2,3,10,12
Week9		Strategic sales management and customer management Strategic alliances and networks Strategy implementation and internal marketing		1,2,3
Week10		MIDTERM		1,2,3,5,6,7,8,9,10
Week11		Corporate Social Responsibility and Ethics		2,3,4,6,7,9,10,11,12
Week12		Final Presentations		2,3,4,6,7,9,10,11,12
Week13		Final Presentations		2,3,4,6,7,9,10,11,12
Week14		Final Presentations		2,3,4,6,7,9,10,11,12

Attendance: Students are expected to attend classes and be active in the class discussions and be prepared.

Individual Projects: Students are expected to prepare and present an individual promotional assignment.

Group Project: Groups of students are expected to choose a service or a product and develop a promotion campaign for the launch as company and agency managers. Each group member will have assigned roles within the company and the agency, such as creative director, art director etc. Students will synthesize the reading material and establish links with the concepts that we cover. Creativity and originality of the ideas will also be an important part of the presentation. The grading of the presentation is at the individual level and every member of the group is expected to participate actively in the preparation and the presentation of the project.