

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

## American Public University System

*The Ultimate Advantage is an Educated Mind*

**School of Business**  
**MKTG401**  
**Marketing Strategy**  
**Credit Hours: 3**  
**Length of Course: 8 Weeks**  
**Prerequisite: None**

Please see the **Lessons** area in the classroom for additional course specific information

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### Course Description (Catalog)

This course presents the analytical and decision-making processes involved in formulating, implementing, and controlling a strategic marketing program for a given product-market entry. It includes discussions of customer, competitor, and environmental analysis; market segmentation and targeting; competitive positioning; implementation; and control. Because the course assumes that the student is already familiar with many of the concepts and analytical tools relevant to these topics, it goes beyond a simple review of definitions and procedures to examine strategic implications. The course also explores how marketing interacts with other levels of strategy and with other functional departments within an organization.

### Course Scope

MKTG 401 "Marketing Strategy" will provide the student with a solid understanding of the development and application of strategic approaches to marketing. This course will include the development of strategic opportunities through internal and external analysis, the development of competitive advantages through distinctive competencies, and the maintenance of these advantages over time through application techniques like brand development. Emphasis will be placed on learning how successful strategic marketers create and deliver superior value to their customers and set priorities that create new businesses. The course is designed to be interactive through the AMU Electronic classroom and depends on high levels of timely interaction to link concepts effectively to real-world practice.

### Course Materials

All assigned readings for this course are listed and assessable via the lessons area.

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### Course Objectives

- Examine trends in strategic marketing and how organizations adapt to them.
- Explain how the process of customer segmentation is applied in developing business strategy.
- Prepare an organizational strategic plan.
- Examine how the organization supports business strategy.
- Analyze how organizations implement marketing strategies and techniques

### Course Outline

<u>Week</u>	<u>Topic(s)</u>	<u>Learning Objective(s)</u>
<b>Wk 1</b>	Introduction to strategic market management and external / customer analysis.	Describe the term “Strategic marketing management.” Describe the objectives and method of “external analysis.” Explain how the process of customer segmentation is applied in developing business strategy.
<b>Wk 2</b>	Competitor Analysis and Market/Submarket analysis.	Describe the dimensions of analysis for competitors. Explain why competitor analysis is necessary. Describe the process of market analysis and the importance of submarkets in that process.
<b>Wk 3</b>	Environmental Analysis, Strategic Understanding, and Internal Analysis.	Describe the process of environmental analysis. Discuss how scenario analysis is used. Describe the process and objectives of internal analysis.

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<b>Wk 4</b>	Creating Advantage, Synergy, and Strategic Philosophies and Alternative Value Propositions.	Define strategic competitive advantage. Explain how SCA is created and maintained. Explain how value propositions are used in business strategies.
<b>Wk 5</b>	Building and Managing Brand Equity and Energizing the Business	Explain how brand equity is created and maintained. Explain the creation and use of branded differentiators. Define the concept of branded energizer.
<b>Wk 6</b>	Leveraging the Business and Creating New Businesses	Explain what is meant by “leveraging the business.” Describe the risks in new product introduction. Explain the value of creating new businesses.
<b>Wk 7</b>	Global Strategies and Setting Priorities for Businesses and Brands.	Define global business strategy. Discuss the motivations that influence businesses to adopt global strategies. Describe the different exit strategies available to a business.
<b>Wk 8</b>	Organizational issues.	Explain how the organization supports business strategy. Describe four key components of organizations.

### Course Delivery Method

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

### Policies

Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

[Drop/Withdrawal Policy](#)  
[Plagiarism Policy](#)  
[Extension Process and Policy](#)

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[DisabilityAccommodations](#)

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### **Grading Scale**

Please see the [Student Handbook](#) to reference the University's [grading scale](#).

### **Citation and Reference Style**

Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

### **Late Assignments**

Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each Assignment. As adults, students, and working professionals, I understand you must manage competing demands on your time. We all know that “life happens” but it is important to adhere as closely to the deadlines in the class as possible.

Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution. If arrangements are not made in advance, a late penalty of 10% will be assessed for any assignment submitted 1-7 days past the due date. Assignments will not be accepted after the 7th day. No work will be accepted past the final day of class.

### **Netiquette**

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper “Netiquette” must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- ❏ **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-), : ), ☺

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### **Disclaimer Statement**

Course content may vary from the outline to meet the needs of this particular group.

### **Academic Services**

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to [librarian@apus.edu](mailto:librarian@apus.edu).

- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors' publication, and services to search and borrow research books and articles from other libraries.
- 7 **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- 7 **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- 7 **Tutor.com:** AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. [Tutor.com](http://tutor.com) connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.
- 7 **Disability Accommodations:** Students are encouraged email [dsa@apus.edu](mailto:dsa@apus.edu) to discuss potential academic accommodations and begin the review process.

### **Request a Library Guide for your course (<http://apus.libguides.com/index.php>)**

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: [librarian@apus.edu](mailto:librarian@apus.edu).

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### **Turnitin.com**

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.