

**Note:**

**Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.**

## ***COURSE SYLLABUS***

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### **BUSI 520**

### **STRATEGIC MARKETING MANAGEMENT**

#### **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.

#### **RATIONALE**

In order to market successfully and efficiently, a marketer must be able to 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.

#### **I. PREREQUISITE**

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

#### **II. REQUIRED RESOURCE PURCHASE**

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

#### **III. ADDITIONAL MATERIALS FOR LEARNING**

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Microsoft Office

#### **IV. MEASURABLE 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.

#### **V. COURSE REQUIREMENTS AND ASSIGNMENTS**

A. Textbook readings and lecture presentations

B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

C. Discussion Board Forum

Discussion boards 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 sources 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 source in current APA format.

D. Group Consensus Report

Effective groups create shared assumptions and expectations about behaviors. The student and each of the group members will create a thread of at least 600 words with at least 1 source in current APA format, responding to the questions in the Group Consensus Report found in the Group Discussion Board Forum. 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 source in current APA format.

E. Marketing Management Group Project (MMGP)

Product/Service Topic Identification

Each group must choose a new or existing product/service to analyze for its Marketing Management Group Project (MMGP). No two groups can work on the same product/service.

Background Information

Each group must provide a description of its product/service and a brief history of the firm that produces the product/service. Individual assignments must include a title page that has the name of the project topic and the specific questions being addressed from the prompt, be 2-4 full pages (12-point Times New Roman font, double spaced), and include a separate references page.

Market Analysis

Each group must analyze the consumer market and market segments for its product/service. Individual assignments must include a title page that has the name of the project topic and the specific questions being addressed from the prompt, be 2-4 full pages (12-point Times New Roman font, double spaced), and include a separate references page.

Positioning/Competition/Branding

Each group must describe the positioning, competition, and branding for its product/service. Individual assignments must include a title page that has the name of the project topic and the specific questions being addressed from the

prompt, be 2-4 full pages (12-point Times New Roman font, double spaced), and include a separate references page.

Services/Pricing

Each group must describe the support services and pricing of its product/service. Individual assignments must include a title page that has the name of the project topic and the specific questions being addressed from the prompt, be 2-4 full pages (12-point Times New Roman font, double spaced), and include a separate references page.

Promotions/Marketing

Each group must analyze the promotions and socially responsible marketing associated with its product/service. Individual assignments must include a title page that has the name of the project topic and the specific questions being addressed from the prompt, be 2-4 full pages (12-point Times New Roman font, double spaced), and include a separate references page.

Final Submission

Each group must compile the 5 Group Discussion Board Forum assignments into 1 cohesive document. The final document must include a title page listing the full names of all active members, 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 less than 30 pages. At least 25 scholarly resources must be used.

F. Integration of Faith and Learning (2)

The student will complete 2 Integration of Faith and Learning (IFL) essays that are at least 500 words each, are in current APA format, and are submitted as Microsoft Word documents through SafeAssign. The student will contemplate the assigned Scripture verse and relate it to marketing management.

G. Quizzes (3)

Each quiz will cover the Reading & Study material for the assigned module/week. Each quiz will be open-book/open-notes, contain 50 multiple-choice questions, and have a 2-hour time limit.

**VI. COURSE GRADING AND POLICIES**

A. Points

Course Requirements Checklist	10
Discussion Board Forum	75
Group Consensus Report	20
Marketing Management Group Project (MMGP)	
Product/Service Topic Identification	0
Background Information	85

Market Analysis	85
Positioning/Competition/Branding	85
Services/Pricing	85
Promotions/Marketing	85
Final Submission	100
Integration of Faith and Learning (2 at 40 pts ea)	80
Quizzes (3 at 100 pts ea)	300
<b>Total</b>	<b>1010</b>

B. Scale

A = 940–1010 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859  
 C+ = 820–839 C = 780–819 C- = 760–779 F = 0–759

C. Late Assignment Policy

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 of the due date will receive a 10% deduction.
2. Assignments submitted more than one week late will receive a 20% deduction.
3. Assignments submitted two weeks late or after the final date of the course will not be accepted.
4. Late Discussion Board threads or replies will not be accepted.

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.

D. Quizzes/Tests/Exams

For timed quizzes/tests/exams, the student is required to complete the quiz/test/exam within the assigned time. For the student who exceeds this time limit, a penalty of 1 point will be deducted for each minute, or part thereof, he/she exceeds the assigned time limit.

E. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at [LUOODAS@liberty.edu](mailto:LUOODAS@liberty.edu) to make arrangements for academic accommodations. Further information can be found at [www.liberty.edu/disabilitysupport](http://www.liberty.edu/disabilitysupport).

## ***COURSE SCHEDULE—REVISED 9/3/15***

### **BUSI 520**

Textbook: Kotler & Keller, *Marketing Management*, 15<sup>th</sup> ed. (2016).

<b>MODULE/ WEEK</b>	<b>READING &amp; STUDY</b>	<b>ASSIGNMENTS</b>	<b>POINTS</b>
<b>1</b>	Kotler & Keller: chs. 1–3 1 presentation	Course Requirements Checklist	10
		Class Introductions	0
		Group Consensus Report	20
		MMGP: Product/Service Topic Identification	0
		IFL I	40
<b>2</b>	Kotler & Keller: chs. 4–6 1 presentation	MMGP: Background Information	85
		Quiz 1—covers chapters 1-6	100
<b>3</b>	Kotler & Keller: chs. 7-9 1 presentation	MMGP: Market Analysis	85
<b>4</b>	Kotler & Keller: chs. 10-12 1 presentation	Quiz 2—covers chapters 7-12	100
		General Discussion	75
<b>5</b>	Kotler & Keller: chs. 13-15 1 presentation	MMGP: Positioning/Competition/Branding	85
<b>6</b>	Kotler & Keller: chs. 16-18 1 presentation	MMGP: Services/Pricing	85
		IFL II	40
<b>7</b>	Kotler & Keller: chs. 19-23 1 presentation	MMGP: Promotions/Marketing	85
		MMGP: Research Paper DRAFTS	0
<b>8</b>	2 presentations	Quiz 3—covers chapters 13-23	100
		MMGP: Research Paper Final Submission	100
<b>TOTAL</b>			<b>1010</b>

MMGP = Marketing Management Group Project

IFL = Integration of Faith and Learning

**NOTE:** Each course module/week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.