Course Outline

Course Code : MKT3701A
Course Title : Marketing Strategy: Analysis and Practice
Semester : Semester 2, AY 2025/2026
Faculty : Dr Samer Elhajjar
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Overview

This course builds on the topics explored in the Principles of Marketing course by focusing on specific marketing strategies (e.g., developing and launching innovative products, building customer loyalty) and important marketing tools and processes in greater detail and accentuating the integrative nature of the marketing function through the development of a marketing strategy.

Some success factors for marketing leaders include framing the marketing issue or problem (frameworks), outlining the steps for solving problems (processes), collecting data, and applying analytical tools to inform problems (data collection and analyses), and weighting and integrating information to make choices (decisions). Thus, the overall objective of the readings, lectures, in-class exercises, simulations, and cases will focus on these success factors.

The first lectures will provide an overview of marketing strategy, introduce the principles of marketing strategy, and outline the research methods needed in marketing strategy. The next lectures will provide in-depth coverage of the principles of marketing strategy. Finally, the last sessions will focus on executing marketing strategies.

I will use the "Tell-Show-Do" sequence to give you hands-on experience in using the course materials for making marketing decisions. The first part uses lectures to present and discuss course topics, and the second part includes a case analysis. Reading the assigned material before class and active involvement during the lecture will increase the value you gain from the class, as well as make it more interesting.

Course Objectives

By the end of this course, students should be able to:

1. Explore the principles of marketing strategy.
2. Understand segmentation variables and how companies effectively target and position their offerings.
3. Understand the value created by cutting-edge product innovation and design and product life cycle.
4. Understand how to develop an effective marketing strategy.

Course Materials

Textbook: Robert W. Palmatier and Shrihari Sridhar, Marketing Strategy: Based on First Principles and Data Analytics, (Palgrave McMillian, 2021).

Assessment

Marketing Campaign Plan(Group)	20%	For this project, you are required to develop a marketing campaign plan for one of the following brands: Thayers, Mugler, or Valentina. Your plan should consist of a maximum of 11 slides, covering various aspects of the campaign
Final Test (Individual)	30%	
Class Participation (Individual)	20%	Your participation grades depend on the quantity and quality of your contributions, answering questions, engaging in in-class exercises, asking insightful questions, offering applicable experience examples, and evidencing general engagement in the class.
Marketing Strategy (Group)	30%	A group of 4 must first select a Singaporean firm and a marketing strategy topic (a new product launch, a start-up, a new market entry, rebranding, etc.). The lectures will cover the elements of the strategy, so be thinking of how to apply what you learn to the development of each section of your strategy.

Academic Honesty & Plagiarism

Academic integrity and honesty are essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is "the practice of taking someone else's work or ideas and passing them off as one' own" (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubt, you should consult your instructor.

Additional guidance is available at:

- http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct
- http://nus.edu.sg/osa/resources/code-of-student-conduct

About me

I was born and raised in Lebanon. I am very grateful that I have academic experience in three continents: Asia, Europe, and North America. I earned my Doctorate in Marketing from EM Strasbourg Business School-University of Strasbourg (France). I provide consulting in strategic management and Marketing and works in this capacity with partners from the Middle East, Europe, and Africa. I am also an active researcher with research works in international refereed academic journals and presentations in top-refereed conferences.

Schedule and Outline

Lesson/ Week	Topic	Chapter	Activity (preparation / cases & assignments / follow-up readings &resources)
1	Overview of Marketing Strategy	1	
2	Segmentation and Targeting Concept and Demonstration	2	
3	Positioning Concepts and Demonstration	3	**Case Study:** M.M.Lafleur: Market Segmentation and Targeting
4	Choice Models Concept and Demonstration	4	**Guest Speaker**
5	Managing Sustainable Competitive Advantage	5	
6	Managing Relationship-Based Competitive Advantage	6	
	RECESS WEEK		
7	Pricing Strategies	7	**Simulation Game**
8	Distribution Strategies	8	**Simulation Game**
9	Approaches for Managing Resources: Implementation of the Marketing Strategy	9	
10	Marketing Strategy Trends	10	**Guest Speaker** **Case Study:** Farm Electronics: The Business-to-Business Marketing Dilemma.
11	NUS Well-being Day (no class)		
12	Group Presentation		
13	Final Test		