

COURSE SYLLABUS

Strategic Marketing Analysis & Planning

Course code: MKT 430

Semester and year: Spring 2025

Day and time: Wednesdays, 11:15 am to 2 pm

Instructor: Dan Ravick Fiala, MBA, PMP, PMI-RMP

Instructor contact: dan.ravick@aauni.edu

Consultation hours: Directly after the lecture

Credits US/ECTS	3/6	Level	Bachelor
Length	15 weeks	Pre-requisites	MKT 328, MKT 375
Contact hours	42 hours	Grading	Letter grade

1. Course Description

This is the core class for *both* the Strategic Marketing Analysis & Planning (SMAP) and the Marketing and Communication emphasis study programs. The focus of this course is strategic marketing analysis for making marketing decisions and marketing planning. It, therefore, integrates knowledge acquired in other subjects in marketing (e.g., analysis of consumer behavior, brand management, market research) and business administration subjects (management, finance, and accounting). Students develop analytical skills, acquire a strategic perspective of marketing and learn to comprehend it as an integral part of a company's overall strategy. Thus, the course focuses on the long-term planning and strategic vision of the company and the role of marketing within that. The course emphasizes the role of the strategic marketing plan as the framework for the internal organization of the company's marketing activities and decisions.

Students will further have an opportunity to put their knowledge into practice by working on a real-world project.

The topics include (but are not limited to): Strategic Market Analysis (Strategic GAP Analysis, Porter's Five Forces Framework, PLEESTIC Environmental Analysis, SWOT, GE 9 Cell Model, BCG Matrix, and Ansoff's Matrix), strategy development, planning and implementation, strategy evaluation and control.

As the course title implies, **after completing this course, students will be able to audit, analyze, and create an effective strategic marketing plan for a company.**

2. Student Learning Outcomes

Upon completion of this course, students should be able to:
Practically apply knowledge from other BBA courses and link these various courses together into a coherent whole.

- Comprehend and clearly understand a selected (and approved) company's value-enhancing strategies.
- Comprehend and demonstrate a clear understanding of the components and construction of a strategic marketing plan.
- Understand and analyze complex marketing decisions.
- Comprehend and demonstrate a clear understanding of the investigation and application of marketing models and practices, outline the process required to develop marketing strategies, and
- Place in context and lend perspective to the nature of key strategic decisions (i.e., value creation, communication, delivery and extraction).

- Comprehend and demonstrate a clear understanding of the role of the marketing manager/director and how to make complex marketing decisions.
- Comprehend and demonstrate a clear understanding of how to apply marketing strategy, models, and principles to a real company for which they will develop a strategic marketing plan.
- Comprehend and demonstrate a clear understanding of the strategic marketing planning process and how to complete an original strategic marketing plan.
- Understand the difference between data, information and customer insight.
- Understand how customer insight drives firm value.
- Understand the various methods to collect data and gain customer insight.
- Understand the value of using marketing metrics.
- Know key marketing metrics and how to apply them.
- Understand how to analyze marketing metrics.
- Understand how to develop appropriate marketing analytics.
- Understand the connection between marketing metrics and financial performance.
- Know how to use and interpret key marketing/financial profitability ratios.
- Interpret data and become adept at drawing appropriate conclusions to allocate marketing resources most effectively.

3. Reading Material

Required Materials (Available in the Library)

- Kotler, P., Kartajaya, H. and Setiawan, I. (2021) **Marketing 5.0**. 1st edn. Wiley. 2024.*
- Kotler, P., Kartajaya, H. and Setiawan, I. (2021) **Marketing 4.0**. 1st edn. Wiley.
- Drummond, G., Ensor, J. and Ashford, R. (2010) **Strategic Marketing**. 3rd edn. Routledge.
- Bylund, P. (2022) **How to Think About the Economy**. Mises Institute.

* These books **will be made available digitally** in the NEO course portal.

Supplementary Materials:

* *Other supplementary material will also be provided digitally.*

*Titles followed by an * are NOT eligible as subjects for the two course book review assignments! (See below.)*

NB To help decide which texts, listed in Supplementary Materials, above, would be the most useful for AAU to purchase, for ALL texts that you have used, at the end of the course assignment, give a (5-point Likert Scale) grade:

Very Useful
(+2), Quite Useful (+1), Fairly Useful (0), Slightly Useful (-1), Not At All Useful (-2).

4. Teaching Methodology

The course is divided into 14 lessons, during which a variety of student participation methods are used. Classes will be organized principally – but not exclusively – around presentations. Discussions are encouraged, and case studies may be used to demonstrate students' analytical thinking, creative problem-solving skills and information acquisition. Before each class, each student should be prepared to discuss the session topics (see **Course Schedule** below).

5. Course Schedule

<p>Week 1: February 5th</p>	<p>Topic 1: Class Kick-off & Welcoming: expectations, deadlines, and procedures. Topic 2: How Effective Marketing Strategy & Planning Adds Value to Firms</p> <p>Description:</p> <ul style="list-style-type: none"> • Quick introduction to the course. • Quick introduction to the instructor, his background and work experiences. • Student's quick introductions. • Expectations, course flow & grading. • Explanation/Discussion of the value of marketing to firms. • Explanation/Discussion of Strategic Marketing Plans. • Explanation/Discussion of the Marketing Planning Process. <p>Reading: none</p> <p>Assignments/deadlines: Students briefly introduce themselves to the class.</p>
<p>Week 2 February 12th</p>	<p>Topic: Conducting Marketing Audits</p> <p>Description:</p> <ul style="list-style-type: none"> • Explanation/Discussion of Customer and Market Audits. • Explanation/Discussion of the Product Audit. • Explanation/Discussion of setting Marketing Objectives and Strategies. • Explanation/Discussion of Advertising and Sales Promotion. • Explanation/Discussion of the Sales Plan. • Explanation/Discussion of the Pricing Plan. • Explanation/Discussion of the Distribution (Place) Plan. • Explanation/Discussion of Marketing Information, Forecasting and Organizing for Marketing Planning. <p>Reading: Students will be asked to read an article that will be used for class discussion.</p> <p>Assignments/deadlines: TBD</p>
<p>Week 3 February 19th</p>	<p>Topic: Segmenting, Targeting, Differentiation and Positioning (STDP)</p> <p>Description:</p> <ul style="list-style-type: none"> • Explanation/Discussion of the value of segmentation. • Explanation/Discussion of the types of segmentation. • Explanation/Discussion of targeting. • Explanation/Discussion of effective differentiation and positioning. <p>Reading: Students will be asked to read an article that will be used for class discussion.</p> <p>Assignments/deadlines: TBD</p>
<p>Week 4 February 26th</p>	<p>Topic: Conducting Core Analysis</p> <p>Description:</p> <ul style="list-style-type: none"> • Analysis I: Existing Markets / Segments / Sectors

	<ul style="list-style-type: none"> • Analysis II: Market Trends and the Marketing Environment • Analysis III: SWOT Analysis: Strengths, Weaknesses, Opportunities and Threats • Analysis IV: Customer Needs (Key Customer Values), Expectations and Buying Processes – Now and in the Future • Analysis V: Competition 1 – Competitive Stances and Strategies • Analysis VI: Competition 2 – Basis for Competing and Brand Positioning • Analysis VII: The Strength of the Portfolio – Future Directions <p>Reading: Students will be asked to read an article that will be used for class discussion.</p> <p>Assignments/deadlines: TBD</p>
<p>Week 5</p> <p>March 5th</p>	<p>Topic 1: Fundamentals of Marketing Strategies</p> <p>Description:</p> <ul style="list-style-type: none"> • Explanation/Discussion of sources of competitive advantage. • Explanation/Discussion of POP & POD. • Explanation/Discussion of GAP Analysis. • Explanation/Discussion on creating differential value. • Explanation/Discussion on product positioning. <p>Reading: Students will be asked to read an article that will be used for class discussion.</p> <p>Assignments/deadlines: TBD</p>
<p>Week 6</p> <p>March 12th</p>	<p>Topic: Implementing Marketing Programs</p> <p>Description:</p> <ul style="list-style-type: none"> • Explanation/Discussion regarding resources and Timing. • Explanation/Discussion regarding ongoing needs and monitoring the marketing plan's effectiveness. • Explanation/Discussion about managing a marketing planning program. <p>Reading: Students will be asked to read an article that will be used for class discussion.</p> <p>Assignments/deadlines: TBD</p>
<p>Week 7</p> <p>March 19th</p>	<p>Topic: Creating the Marketing Planning Document</p> <p>Description:</p> <ul style="list-style-type: none"> • Explanation/Discussion of the value of marketing planning. • Explanation/Discussion of how marketing planning documents should be written/ presented. • Explanation/Discussion of creating marketing planning documents. • Explanation/Discussion of the essential elements of effective marketing Planning Documents. <p>Reading: none</p> <p>Assignments/deadlines: TBD</p>

March 26 th	Mid-term Break Enjoy it! 😊
Week 8 April 2 nd	<p>Topic: Gaining Customer Insight</p> <p>Description:</p> <ul style="list-style-type: none"> • Explanation/Discussion of the proper approach. • Explanation/Discussion of the history and trends in customer data collection and analysis. • Explanation/Discussion of Data, information, and customer insight. • Explanation/Discussion of the role that information plays. <p>Reading: Students will be asked to read an article that will be used for class discussion.</p> <p>Assignments/deadlines: TBD</p>
Week 9 April 9 th	ME: Mid-term Exam
Week 10 April 16 th	<p>Topic: Continue...Gaining Customer Insight</p> <p>Description:</p> <ul style="list-style-type: none"> • Explanation/Discussion of how customer insight drives competitive advantage and profit. • Explanation/Discussion of the types of data and their value. • Explanation/Discussion of the cost and benefits of different approaches to gaining customer insight. <p>Reading: Students will be asked to read an article that will be used for class discussion.</p> <p>Assignments/deadlines: TBD</p>
Week 11 April 23 rd	<p>Topic: New Product Development & Marketing</p> <p>Description:</p> <ul style="list-style-type: none"> • Explanation/Discussion of strategies to gain customer insight for new product/service innovation(s). • Explanation/Discussion to linking innovation type (incremental /disruptive) with the appropriate research method • Explanation/Discussion regarding open innovation and key customers. • Explanation/Discussion regarding research design and analysis. • Explanation/Discussion regarding data interpretation. • Explanation/Discussion of developing quick product/service rollout strategies. <p>Reading: Students will be asked to read an article that will be used for class discussion.</p> <p>Assignments/deadlines: TBD</p>

<p>Week 12</p> <p>April 30th</p>	<p>Topic: <i>MARKETING METRICS & ANALYTICS</i></p> <p>Description:</p> <ul style="list-style-type: none"> • Explanation/Discussion of what marketing metrics offer and why this is important. • Explanation/Discussion of the difference between marketing metrics and analytics. • Explanation/Discussion of key marketing metrics. • Explanation/Discussion of developing marketing analytics to fit business strategy. <p>Reading: Students will be asked to read an article that will be used for class discussion.</p> <p>Assignments/deadlines: TBD</p>
<p>Week 13</p> <p>May 7th</p>	<p>Topic: Student Project Presentations</p> <p>Description:</p> <ul style="list-style-type: none"> • Students will present their project analyses and recommendations to the class. <ul style="list-style-type: none"> ○ Using PowerPoint ○ With a length of 15 to 20 minutes ○ Upload: Written report & Presentation to NEO <p>Reading: none</p> <p>Assignments/deadlines: see above</p>
<p>Week 14</p> <p>May 14th</p>	<p>Topic: New Topics in Marketing</p> <p>Description:</p> <ul style="list-style-type: none"> • Discuss and introduce new topics and research either based on students' interests or the instructor's selection.
	<p>Make-up Class Days</p> <p>If I have to cancel a class during the semester, the make-up day will be the day closest to the missed class and the most feasible.</p>

**Please note that the schedule and topics above may be modified; however, any changes will be communicated in class and in the NEO portal.*

•—*Deadlines in business are critical.* Each student is responsible for checking the course Website and their specified mailbox regularly, attending every class on time, and completing all assignments on time.

•—**NOTE:** Submission of all course work shall be via the AAU NEO eLearning system in the appropriate location within the online course page for this class. Assignments are due BEFORE the next class date, if not otherwise specified. No excuses. If you

are late on the assignment, you will earn a '0' for the assignment. Incorrectly named files will be marked down.

6. Course Requirements and Assessment (with estimated workloads)

Assignment	Workload (hours) (average)	Weighting Final Grade	Evaluated Course Specific Learning Outcomes	Evaluated Institutional Learning Outcomes
PPP: Participation Professionalism Preparedness (Individual)	42 hrs	10%	<i>Ability to read, think, and express ideas analytically, critically, and creatively.</i> <i>Ability to ask and answer questions relating to subject knowledge.</i> <i>Ability to communicate effectively in oral English.</i> <i>Ability to identify and summarize key points relating to a topic.</i> <i>Demonstrate nothing less than a level of professionalism, preparedness, and tact that you would expect of those whose services you would employ.</i>	1 & 2
AE: *Application Exercises &/or Quizzes *The exact number of application exercises and quizzes will be determined dynamically based upon a range of factors. *Quizzes may be unannounced	30 hrs	40%	<i>Application exercises and quizzes are meant to reinforce theoretical knowledge presented during the class and from readings by testing your ability to: 1. Recall 2. Apply and 3. Integrate</i> <i>Quizzes may be unannounced and will cover any material from lecture or course readings.</i> <i>The goal here is not punitive but to incentivize you to be an active learner throughout the course -not just before the exam.</i>	1, 2, 3
ME: Mid-term Exam (Individual) (Individual Effort)	28	20%	Ability to analyze and answer both theoretical and practical questions. Exams are offline (pen-paper).	1,2,3

<p>PSD</p>	<p>10</p>	<p>10%</p>	<p>Project Scope Document</p> <p>Students will create a document that will show/explain the following:</p> <ul style="list-style-type: none"> • Main project deliverables • Time plan for work of each team member on all major deliverables • Data gathering methods to be used • How the analysis will be conducted <p>*Specifics will be given orally in class.</p>	<p>1,2,3</p>
<p>PR</p> <p>10-page analysis paper.</p> <p>(Group Assignment –Groups will consist of 3 to 5 students.)</p> <p>*The number of students will be considered when grading group work</p>	<p>20</p>	<p>10%</p>	<p>Project Report</p> <p>Students will provide a complete written analysis of their project design, analysis and findings. This will Include the following:</p> <ul style="list-style-type: none"> • Professional formatting • Well structured • Data collection methodology used • Well-structured and in-depth data analysis • Key insights and recommendations based on analysis • Lessons learned and major areas of improvement in project design <p>*Specifics will be given orally in class.</p>	<p>1,2,3</p>
<p>PP</p> <p>Project Final Presentation</p> <p>In-class presentation of about 30 minutes + Q/A</p>	<p>20</p>	<p>10%</p>	<p>Final Project Presentation</p> <p>Students will present their findings in a clear and crisp presentation.</p> <p>Students will be graded based on the level of analysis as well as on the presentation format, style and delivery</p>	<p>1,2,3</p>

(Group Assignment –Groups will consist of 3 to 5 students.) *The number of students will be considered when marking group work			Students should approach their project presentation not solely as an analyst but as a business manager. Analysis and presentation of a specific firm’s direct marketing strategy along with a recommendation for improvement You should focus on recommendations – what are the risks and how they would implement their recommendations to be most effective. *Specifics will be given orally in class.	
TOTAL:	150	100%		

*1 = Critical Thinking; 2 = Effective Communication; 3 = Effective and Responsible Action

7. Detailed description of the course participation and assignment grading

PPP: Participation, Professionalism & Preparedness: • Demonstrate nothing less than a level of professionalism, preparedness, and tact that you would expect of those whose services you would employ.

Assessment breakdown (10% of overall grade)

Assessed area	Percentage
Punctuality	10%
Preparedness	45%
Professionalism	45%

AE: Application Exercises and/or Quizzes • Application exercises and quizzes are meant to reinforce theoretical knowledge presented during the class and from readings by testing your ability to: 1. Recall 2. Apply and 3. Integrate

Assessment breakdown (40% of overall grade)

Assessed area	Percentage
Testing recall	10%
Testing level of understanding	60%
Testing ability to apply knowledge	20%
Testing ability to integrate knowledge with other business areas	10%

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ME: Mid-term Exam • Comprehensive assessment of knowledge acquired in the first half of the class.

Assessment breakdown (20% of overall grade)

Assessed area	Percentage
Understanding of fundamentals	50%
Critical Analysis	30%
Articulation and development of well-structured responses	20%

PSD: Project Scope Document • Demonstrate the ability to design your project methodology (not just fill in a template) in a structured, logical and systematic way.

Assessment breakdown (10% of overall grade)

Assessed area	Percentage
Professional formatting and styles	10%
Logical structure and flow	50%
Key scope components included	40%

PR: Project Report • Demonstrate the ability to create a well-structured, well-written and systematically analyzed report. This report will be the synthesis of theoretical knowledge (FMTTs) and their application to your specific situation.

Assessment breakdown (10% of overall grade)

Assessed area	Percentage
Professional formatting and styles	10%
Depth and breadth of research	40%
Level of analysis using FMTTs	40%
Lessons Learned in research design and overall approach	10%

PP: Project Presentation • Demonstrate ability to clearly and logically articulate the
 1. Project objective
 2. Hypothesis
 3. How/why you approached the project the way you did
 4. Structured systematic analysis of used FMTTs
 4. Key Insights or Recommendations
 5. Responses to Q/A
 6. Group coordination and flow during delivery

Assessment breakdown (10% of overall grade)

Assessed area	Percentage
Professional formatting and styles of Presentation	10%
Delivery and team coordination during the delivery	40%

Depth of analysis	40%
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Further Assessment breakdown summary for all assignments

Assessed area	Percentage
TITLE, INTRODUCTION, CONCLUSION AND TABLE OF CONTENTS	15
ORGANIZATION AND DEVELOPMENT Structure of the paper, logical coherence (including AAU SBA title page, table of contents, executive summary, introduction, recommendations, conclusion, and works cited)	10
CONTENT / QUALITY OF IDEAS Knowledge of methodology, and its application. Evidence of critical thinking. Includes: correct use of supportive material (e.g. charts, diagrams, illustrations, maps, and tables)	50
QUALITY OF RESEARCH Work with sources and literature – includes proper citation	15
CLARITY, FORMAT, READABILITY, AND QUALITY: Writing style, level of English: 5 Formal quality and format of the report: 5	10
PENALTY FOR ERRORS IN SPELLING, USAGE, MECHANICS	Up to -5

Important Formatting Information

Assignments in business report format must, as a minimum, the SBA cover page, a table of contents, an executive summary, an introduction, a conclusion / recommendation, and works cited, as separate pages. The main body of the paper should include a header (title of course, term and name of student) and footer (date and page number). The paper should have normal margins (1" on all sides), be single-sided, 1.5-spaced, **12-point font, Times New Roman.**

8. General Requirements and School Policies

General requirements

All coursework is governed by AAU's academic rules. Students are expected to be familiar with the academic rules in the Academic Codex and Student Handbook and to maintain the highest standards of honesty and academic integrity in their work. Please see the AAU intranet for a [summary of key policies](#) regarding coursework.

Course specific requirements

There are no special requirements or deviations from AAU policies for this course.