School of Business
Department of Marketing, 2201 G. St NW, Suite 301, Washington, DC 20052

SEMESTER: SPRING 2017

COURSE: Marketing 4159.10, 11

CRN Number: Section 10: CRN: 50771
Section 11: CRN: 51425

COURSE TITLE: Strategic Marketing Management

COURSE TIME: Sec.10: Mon-Weds, 2:20-3:35PM, Duques 254
Sec.11: Mon-Weds, 3:45-5:00PM, Funger 220

COURSE DESCRIPTION: Marketing 4159 (Marketing: Strategic Planning) is a seminar for marketing majors. The course provides analytical integration of the material covered in previous marketing courses. Comprehensive case studies are examined. Students prepare materials documenting their ability to conduct marketing research, prepare strategic marketing plans, and assess the performance of marketing programs as well as developing future career insights. The course examines current literature concerning marketing strategy and financial aspects of marketing decisions. Prerequisites (or current coursework): Mktg. 3142, 3143, 4148, 4150 and/or additional marketing major field courses.

PROFESSOR: Dr. Marilyn Liebrenz-Himes
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OFFICE HOURS: Office hours are by appointment, and can be held in person or by phone. (Faculty Office in Marketing Dept. Suite Funger 301).

COURSE TA: Our course TA will be Ms. Xijia Zhang, (Jia). Her email is: zhangxijia@gwu.edu. She will be working with both sections.

RECOMMENDED READINGS: There are numerous sources for material about marketing today, online and yet in print. It is important to seek out marketing practices and examples (positive and negative) that permeate our lives, online as well as offline throughout this semester. Here are some of the publications that consistently have good marketing material: the Wall Street Journal, New York Times, Business Week, Forbes, Fortune, The Harvard Business Review, and Advertising Age, among others. Keep looking for marketing content and practices that will provide additional insights and applications.

RECOMMENDED ACTIVITIES: All students who are declared Marketing majors or those contemplating the field of Marketing are strongly urged to join marketing-related organizations (which can also include the Metro DC Regional Chapter of the American Marketing Association). Visit http://www.marketingpower.com, or www.ama-dc.org, and click on AMA, or call 800-262-1150.

Another organization that has enormous vitality and professional support is the Direct Marketing Association of Washington Educational Foundation (DMAWEF) http://www.dmawef.org. This organization has created a Mentor-For-a-Day program that provides ‘a red carpet visit’ to key marketing organizations in the metro DC area. If you are interested in working in Washington, DC after you graduate, this Mentor program could be your inside track to a great job. Visit their website for events and activities.

COURSE OBJECTIVES: 1. Integrate and synthesize material covered in previous marketing courses in the BBA curriculum for the marketing field of concentration;
2. Provide a series of frameworks for analyzing complex marketing decisions;
3. Introduce approaches to design and execute strategic marketing plans;
4. Apply strategic planning approaches to for-profit, not-for-profit, public and private organizations;
5. Enhance participants analytical capabilities; and
6. Increase participants’ skills in written and oral communications.
METHOD OF CLASS OPERATION:
1. Lectures, readings and cases on marketing strategy and marketing decision-making approaches;
2. Student assignments, case presentations, and class discussion on complex marketing issues facing corporations and organizations;
3. Team projects centered on cutting edge innovations and real-world marketing scenarios;
4. Individual career-path development, documenting student competencies in marketing analysis, planning, implementation and control.

You are responsible for all materials presented in class, including announcements about course procedures, class discussion, student or team presentations, and other class activities, regardless of whether you are present in class or not. You are expected to think deeply about your experiences or involvement with marketing examples, and be willing to share them in class. Attendance is a critical part of class performance, and is taken seriously. Students are expected to attend class at all times, unless prior permission has been arranged to be absent. More than four absences without permission would be a basis for reduced final grades. Permission or advance notice if possible for appropriate absences includes all official sport events for student athletes, job interviews, illnesses that are contagious or under doctor’s orders and other extenuating circumstances. Medical absences should be documented with medical paperwork.

NOTE: It is vital to attend all guest lectures and presentations, and all student presentations.

METHOD OF EVALUATION:
1. Individual mini-paper .................................. 5%
2. Textbook Tests, Activities ................................. 25%
3. Class Project, Part A, written .......................... 25%
4. Case Project, Part B, written ........................... 25%
   (Both incl secondary and primary research)
5. Oral Presentation, class project ....................... 5%
6. Individual Career Development Packet:
   Three-part assignment, 4+3+3 each .................. 10%
7. Class participation, attendance ...................... 5%
   Total = 100%
The bases for the grade for this course will include the above measures and weights:
Regardless of the percentages, failure to adequately complete all requirements for the
course may greatly vary the student’s final grade. Assignments are due START of CLASS,
late assignments will be downgraded.

Team members will be evaluated on their contributions to the team project based on a
variety of factors, starting the overall grade of the team’s submissions and also including
completion of the ‘individual contributions sheets,’ and peer evaluations.

Written papers (individual and team submissions) will be graded both on content
(research rigor, creativity, and thoroughness) and writing capability. If you are from
another country, or if English is a second language (third, fourth language), please
make connections with the writing center or a tutor to help you edit, revise, or
improve your fluency for your written work.

All major papers should have a title page, executive summary, table of contents,
body of paper, and bibliography, plus appendices. The body of all papers should
include the title (again), begin with an introduction, include appropriate headings
and subheadings, and end with a conclusion. Graphs, charts, etc, should be placed in
an appendix, not in the paper itself, but you should certainly provide the key points
from your research in your paper (with source identification back to the appendix).

Extra Credit GWSB Subject Pool Participation

1% Extra Credit is available through participation in the GWSB subject pool
(gwbs.sona-systems.com). Students will receive credit for participating in a study
conducted through the GWU School of Business’ subject pool. Studies that range
between 5 – 39 minutes to complete earn 0.5 credit; studies that range between 31 –
60 minutes to complete earn one credit. One study credit = 1% extra credit. There is
no guarantee on the number of studies run in a semester or when in the semester
studies will be offered. Credit earned can be applied to one (and only one) class. So,
if you are taking another class that also offers (extra) credit for participating in the
GWSB subject pool, you can only apply the credit to one class, NOT both.

Note: To maintain students’ anonymity, the subject pool system is not linked to
Blackboard or any other GWU system. Students are given a subject ID which is to
be used as their only identifier in all studies. The link between GWID and subject ID
is only available to the subject pool administrator. This link is only used to provide
participation reports to faculty.

More information available later on the subject pool activities
**Academic Integrity**
This course will abide by the George Washington University Code of Academic Integrity. The Code is printed in the Schedule of Classes and is also available on the GW website at [http://www.gwu.edu/~ntegrity/code.html](http://www.gwu.edu/~ntegrity/code.html) Note carefully the definitions of "cheating" and "plagiarism" under this Code. A case of academic dishonesty in this course will lead to an "F" on the assignment in question at a minimum, and may lead to failure of the course. In this course, you need to collaborate on team projects, but remember that individual assignments or tests are just that-- individual efforts. Please give your Instructor and your fellow students' complete respect and abide by the Code.

**Disability Services**
Any student who feels s/he may need special accommodation based on the impact of a disability should contact the Instructor privately to discuss specific needs. Please also contact the GW Disability Support Services office at 202-994-8250 in the Academic Center, to establish eligibility and to coordinate reasonable accommodation. For additional information, please see: [http://gwired.gwu.edu/dss/](http://gwired.gwu.edu/dss/)

**Classroom Emergency Preparedness and Response Information**

**To Report an Emergency or Suspicious Activity**
Call the University Police Department at 202-994-6111 (Foggy Bottom) or 202-242-6111 (Mount Vernon). If the line is unavailable or you are calling from another University location, dial 911.

**Evacuation**
We will always evacuate if the fire alarm sounds or if the building we are in becomes unsafe. In the event of an evacuation, please quickly gather your personal belongings (purse, keys, cell phone, GWorld card, etc.) and proceed to the nearest exit. Do not use the elevator.

Once we have evacuated the building, proceed to: front of Funger Hall or Duques Hall (front of building where our classroom is located), directly across the street from the main exit.

If the first location is unavailable, we will meet at: front of Geman Library, Kogan Plaza, near the GWU clock in the courtyard.

**Note Carefully**
If it appears that snow, ice or extreme cold might affect the University class schedule, call (202) 994-5050 for a taped message about whether classes are canceled or not, or click on the "Campus Advisories" link at the bottom left corner of the front page of the GW Website, [http://www.gwu.edu/](http://www.gwu.edu/).
Alert DC
Alert DC provides free notification by e-mail or text message during an emergency. Visit GW Campus Advisories for a link and instructions on how to sign up for alerts pertaining to GW. If you receive an Alert DC notification during class, please share the information immediately.

GW Alert
GW Alert provides popup notification to desktop and laptop computers during an emergency. In the event that we receive an alert to the computer in our classroom, we will follow the instructions given. You are also encouraged to download this application to your personal computer. Visit GW Campus Advisories to learn how. Additional information about emergency preparedness and response at GW as well as the University’s operating status can be found on GW Campus Advisories http://CampusAdvisories.gwu.edu or by calling the GW Information Line at 202-994-5050.

Dr. Marilyn Liebrenz-Himes Brief Biography

Dr. Marilyn Liebrenz-Himes is an Associate Professor of Global Marketing, in the Department of Marketing, School of Business at The George Washington University, in Washington, D.C. She received her Ph.D. in Business Administration, with a focus on Marketing and International Business from Michigan State University in 1980. Dr. Liebrenz-Himes, along with GWU colleague, Dr. Robert Dyer, was the recipient of a major grant to study Customer Relationship Management in the U.S. Architecture, Design and Building Industries. The grant process led to a number of industry conference and trade publications connected to the Society for Marketing Professional Services.

Dr. Liebrenz-Himes is a board member of the Direct Marketing Association of Washington Education Foundation (DMAWEF), and Chair of the annual Collegiate Maxi Competition. In addition, she is involved with Beta Gamma Sigma, the American Marketing Association, the Academy of Marketing Science, and the Academy of International Business.

Dr. Liebrenz-Himes has conducted numerous seminars on management and marketing techniques from supervisory level through upper level management. She has been a visiting professor at universities in China, France, and Viet Nam. She has written prolifically on topics in marketing and international business, including her books, Technology Transfer to Eastern Europe, and International Business, and has been listed in Who’s Who of American Women and the World’s Who’s Who of Women.
Academic Calendar

https://www.gwu.edu/academic-calendar

This calendar includes key academic dates for the semester, such as holidays, exam periods and modifications to class schedules. Some dates are subject to change.

For other important dates during the semester, refer to the:

- Schedule of Classes to see when classes are offered
- University Calendar to learn about upcoming events and activities

Fall Semester 2016

Classes Begin
Labor Day (no classes)
Fall Break (no classes)
Thanksgiving Break (no classes)
Last Day of Classes
Make-Up/Reading Day
Final Examinations

Monday, August 29
Monday, September 5
Monday, October 24 - Tuesday, October 25
Wednesday, November 23 - Saturday, November 26
Monday, December 12
Tuesday, December 13
Wednesday, December 14 - Thursday, December 22

Spring Semester 2017

Classes Begin
Inauguration Day (no classes)
President's Day (no classes)
Spring Break (no classes)
Last Day of Classes
Designated Friday
Designated Monday
Make-Up/Reading Day
Final Examinations
Commencement Weekend
Spring Degree Corferral

Tuesday, January 17
Friday, January 20
Monday, February 20
Monday, March 13 - Saturday, March 18
Monday, May 1
Tuesday, May 2
Wednesday, May 3
Thursday, May 4 - Friday, May 5
Monday, May 8 - Tuesday May 16
Thursday, May 18 - Sunday, May 21
Sunday, May 21