



<h2>Syllabus</h2>

SCHOOL OF BUSINESS AND MANAGEMENT

BUS 430: Marketing and Competitive Analysis

5 Credits

Effective: Spring 2020/2021

Access to the Internet is required.

All written assignments must be in Microsoft-Word-compatible formats.

See the library's APA Style Guide tutorial for a list of resources that can help you use APA style.

FACULTY

Faculty Name: FACULTY NAME

Contact Information: CONTACT INFORMATION

[INSTRUCTOR MAY INSERT PERSONAL MESSAGE IF DESIRED]

COURSE DESCRIPTION

Marketing is competitive by nature and successful marketing requires a deep understanding of one's competitive environment. Technology is allowing more sophisticated marketers to define their target markets and competitive environments in new ways, thereby opening new paths for organizations to compete. This course provides a management perspective related to the analysis, development, and assessment of marketing decisions and sheds light upon key dimensions of digital marketing.

COURSE RESOURCES

Required and recommended resources to complete coursework and assignments are found on the course [Reading List](#). The reading list can be found under *Course Information* in Blackboard as well as from the library homepage ("Find Your Textbook" button).

Note: Required resources that must be purchased by the student are tagged "Purchase from a vendor of your choosing." Required resources with a direct link, "Available through CityU Library", are available electronically at no cost to students.

Students in Canada may purchase course resources from the [Canada Bookstore](#), and students outside the U.S. and Canada should contact their advisor or textbook coordinator for additional information.

CITYU LEARNING GOALS

This course supports the following City University learning goals:

- Critical thinking and information literacy

COURSE OUTCOMES

In this course, learners:

- Develop a digital marketing plan and strategy.
- Conduct a situation analysis to analyze an organization's internal and external environment.
- Create personas to deliver the most relevant and useful contents to a company's audience.
- Develop a Segmentation, Targeting, and Positioning (STP) plan.
- Conduct a customer behavior analysis.
- Explain the role of Artificial Intelligence (AI) in customer behavior analytics.

CORE CONCEPTS, KNOWLEDGE, AND SKILLS

- Digital marketing landscape
- Buyer behavior
- Marketing segmentation, targeting, and positioning
- Marketing mix
- Digital marketing toolbox
- Digital marketing plan and strategy
- Marketing metrics, analytics, and reporting

OVERVIEW OF COURSE GRADING

The grades earned for the course will be derived using City University of Seattle's decimal grading system, based on the following:

<i>Overview of Required Assignments</i>	<i>% of Final Grade</i>
Instructor Determined Assignments and Activities	20%
Individual Assignment: Conduct a Customer Behavior Analysis	20%
Individual Assignment: STP Plan and Strategy Analysis	20%
Team Project: Develop a Digital Marketing Plan and Strategy	40%
TOTAL	100%

SPECIFICS OF COURSE ASSIGNMENTS

The instructor will provide grading rubrics that will provide more detail as to how this assignment will be graded.

Instructor Determined Assignments and Activities

Whether in class, online, or in a mixed mode setting, students will be graded on their participation in classroom discussions; ability to present, explain, or defend alternative viewpoints; and the degree to which they have mastered the concepts and principles inherent in the study of business management. Written work will be assessed not only on relevance to the subject presented, but also on adherence to good written form, APA style, and professional presentation. The instructor may also choose to create additional activities to support learning in the classroom or online.

<i>Components</i>	<i>% of Grade</i>
Quality of Responses	40%
Quantity of Responses	40%
Timeliness	20%
TOTAL	100%

Individual Assignment: Conduct a Customer Behavior Analysis

Performing a customer behavior analysis is becoming increasingly important for reasons including content personalization, customer value, content optimization, and customer retention. In relevant examples, a research study conducted by Accenture (2017) indicated that 41% of customers switched companies in 2017 due to poor personalization while 49% asserted that they expect special recognition when they are a “good customer.”

The purpose of this assignment is to conduct a customer behavior analysis. Students are required to select a company’s product or service that is being sold in an online platform such as Amazon and Instagram where they could have access to a high number of customer reviews. The instructor must approve this selection. To conduct a customer behavior analysis, students must complete the following steps:

1. Segment your audience.
2. Identify the key benefits for each group.
3. Allocate quantitative data (e.g., subscription data, social media insights, and product usage reports).
4. Compare your quantitative and qualitative data to identify some recurring trends.
5. Apply your analysis to a campaign by offering recommendations to improve the company’s existing marketing efforts.

Following the completion of the above steps, students should briefly explain how Artificial Intelligence is influencing customer behavior analysis. In addition, students should conduct some research to find at least three (3) customer behavior analytics platforms that might benefit the selected company. Students will provide a short description of each platform and justify its potential benefits. This paper will be 3-5 pages (excluding cover page and reference page); APA writing conventions should be followed with a minimum of three (3) sources referenced and cited.

<i>Components</i>	<i>% of Grade</i>
Requirements and Analysis	75%
Style and Mechanics	15%
APA	10%
TOTAL	100%

Individual Assignment: STP Plan and Strategy Analysis

Segmentation, targeting, and positioning (STP) form the foundation for an organization’s entire marketing plan. All strategies must align with these three components; therefore, clearly defining them is critical to the company’s success.

For this assignment, students will select a company/product of interest to develop a STP plan. Upon the instructor’s approval of the proposed company/product, students will complete the following components of the plan:

- **Part A: Segmentation:** Describe three (3) worthwhile (existing or new) consumer segments for your chosen company/product, using multiple segmentation variables from multiple segmentation

bases for each segment. Utilize industry reports or third party market research to complete this section.

- **Part B: Targeting:** Choose one (1) segment from Part A that you would target, and justify your choice using all five segmentation attractiveness criteria (measurable, substantial, accessible, differentiable, and actionable).
- **Part C: Positioning and Explanation:** Write a positioning statement for your chosen company/product, targeted to your chosen segment from Part B. Remember to include your brand name, target segment, frame of reference, point(s) of parity, and point(s) of difference. Briefly explain your point(s) of parity and point(s) of difference.
- **Part D: Strategy Analysis:** Critique the effectiveness of the company's current marketing mix (all 4Ps) in light of your chosen segment from Part B and your positioning statement from Part C. Consider what the brand is doing well and what mistakes it is making.

This paper will be 4-6 pages (excluding cover page and reference page); APA writing conventions should be followed with a minimum of six (6) sources referenced and cited.

<i>Components</i>	<i>% of Grade</i>
Requirements and Analysis	75%
Style and Mechanics	15%
APA	10%
TOTAL	100%

Team Project: Develop a Digital Marketing Plan and Strategy

At the start of the course, students will be assigned to teams and each team will select an organization to develop a digital marketing plan and strategy. Suggestions for the case will be provided by the instructor that teams can choose from or groups can select their own scenario to work on upon the instructor's approval. To ensure consistency and quality, teams are required to utilize the attached digital marketing plan and strategy template (also available in Course Information) and complete each section as described in the document. This template consists of six (6) major steps as follows:

- Step 1 – Audit: Where are we now?
- Step 2 – Create a strategy and objectives
- Step 3 – Build personas
- Step 4 – Place objectives into a table, add outline tactics for each
- Step 5 – Extract all tactical actions and add detail
- Step 6 – Add resources and budget

This paper will be 10-12 pages (excluding cover page and reference page); APA writing conventions should be followed with a minimum of eight (8) sources referenced and cited.

<i>Components</i>	<i>% of Grade</i>
Requirements for the Digital Marketing Plan and Strategy	35%
Analysis	30%
Team Contribution	15%
Style and Mechanics	10%
APA	10%
TOTAL	100%

COURSE POLICIES

Late Assignments

A critical aspect of management is to meet predefined deadlines. Therefore, all assignments are expected to be submitted when due. No late assignments are accepted. Life-situations do occur. When an issue arises coordinate with the instructor PRIOR TO the assignment's due date and the due date may be adjusted. It is in the best interest of the student to ensure that all assignments are submitted on time.

Participation

Class participation will be evaluated during class. Participation includes being prepared for class discussions and contributing meaningful content when appropriate. It also includes individual effort contributed to team projects.

Professional Writing

Assignments require error-free writing that uses standard English conventions and logical flow of organization to address topics clearly, completely, and concisely. CityU requires the use of APA style.

UNIVERSITY POLICIES

Students are responsible for understanding and adhering to all of City University of Seattle's academic policies. The most current versions of these policies can be found in the [University Catalog](#) that is linked from the CityU Web site.

Antidiscrimination

City University of Seattle and its staff and faculty are committed to supporting our students. We value equity, diversity, and inclusion as a way of life as well as the educational opportunities it provides. CityU will not tolerate any form of discrimination based on race, color, ethnicity, sexual orientation, gender identification, socioeconomic status, or religious values. If you have experienced any discrimination based on any of the above, we encourage you to report this to the University. Please report this to your instructor. If you do not feel safe reporting this to your instructor, please report to the Provost or to the Vice President of Student Affairs

Non-Discrimination & Prohibition of Sexual Harassment

City University of Seattle adheres to all federal, state, and local civil rights laws prohibiting discrimination in employment and education. The University is committed to ensuring that the education environment is bounded by standards of mutual respect and safety and is free from discriminatory practices.

In the U.S., the University is required by Title IX of the Education Amendments of 1972 to ensure that all of its education programs and activities do not discriminate on the basis of sex/gender. Sex include sex, sex stereotypes, gender identity, gender expression, sexual orientation, and pregnancy or parenting status. Sexual harassment, sexual assault, dating and domestic violence, and stalking are forms of sex discrimination, which are prohibited under Title IX and by City University of Seattle policy. City

University of Seattle also prohibits retaliation against any person opposing discrimination or participating in any discrimination investigation or complaint process internal or external to the institution. Questions regarding Title IX, including its application and/or concerns about noncompliance, should be directed to the Title IX Coordinator. For a complete copy of the policy or for more information, visit <https://my.cityu.edu/titleix> or contact the Title IX Coordinator.

In Canada, in compliance with the British Columbia Human Rights Code, the Alberta Human Rights Act, WorksafeBC, and the Workers' Compensation Board of Alberta, the University believes that its environment should at all times be supportive and respectful of the dignity and self-esteem of individuals. Discrimination, harassment and bullying conduct, whether through person to person behaviour or via electronic communications such as email or social media is not acceptable and will not be tolerated. As an educational institution, it is our responsibility to cultivate an environment of excellence, equity, mutual respect and to recognize the value and potential of every individual. The University will take all necessary steps to meet or exceed the requirements of the law to prevent discrimination, harassment and bullying. The Respectful Workplace Policy for the prevention of discrimination, harassment and bullying policy and procedure can be found at <https://www.cityu.edu/discover-cityu/about-cityu/> under the Policies section or at <https://www.cityuniversity.ca/about/>.

Religious Accommodations

City University of Seattle has a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The University's policy, including more information about how to request an accommodation, is available in the University Catalog and on the my.cityu.edu student portal. Accommodations must be requested by the 20% mark of this course (e.g. day 14 of a ten-week course, day 7 of a 5-week course) using the Religious Accommodations Request Form found on the student dashboard in the my.cityu.edu student portal.

Academic Integrity

Academic integrity in students requires the pursuit of scholarly activity that is free from fraud, deception and unauthorized collaboration with other individuals. Students are responsible for understanding CityU's policy on academic integrity and adhering to its standards in meeting all course requirements. A complete copy of this policy can be found in the [University Catalog](#) under *Student Rights and Responsibilities* on the page titled *Academic Integrity Policy*.

Attendance

Students taking courses in any format at the University are expected to be diligent in their studies and to attend class regularly.

Regular class attendance is important in achieving learning outcomes in the course and may be a valid consideration in determining the final grade. For classes where a physical presence is required, a student has attended if they are present at any time during the class session. For online classes, a student has attended if they have posted or submitted an assignment. A complete copy of this policy can be in the [University Catalog](#) under *Student Rights and Responsibilities* on the page titled *Attendance*.

Final Assignment Due Date

Final assignments for each class at CityU must be due on or before the final date of the course as indicated in the university's course information system. Due dates that extend beyond the final date of the course may negatively impact tuition funding for students.

SUPPORT SERVICES

Disability Services Accommodations Statement

Students with a documented disability who wish to request academic accommodations are encouraged to contact Disability Support Services to discuss accommodation requests and eligibility requirements. Please contact Disability Support Services at disability@cityu.edu or 206.239.4752 or visit the [Disability Support Services](#) page in the my.cityu.edu portal. Confidentiality will be observed in all inquiries. Once approved, information about academic accommodations will be shared with course instructors.

Library Services

CityU librarians are available to help students find the resources and information they need to succeed in this course. Contact a CityU librarian through the [Ask a Librarian](#) service, or access [library resources and services online](#), 24 hours a day, seven days a week.

Smarthinking Tutoring

CityU students have access to free online tutoring offered through Smarthinking, including writing support, from certified tutors 24 hours a day, seven days a week. Contact CityU's Student Support Center at help@cityu.ed to request a user name and password.

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