ADGR 777701
Evolution of Marketing Strategies in the Digital Era

Summer Term, 2015
3 Credits

Instructor: Nicholas Nugent, Ph.D.
email: nugent@bc.edu
Office Hours: Before and after class or by appointment
Telephone: 603-644-3115
Schedule (Tuesday/Thursday 6:30 to 9:45, June 23 to July 30, 2015
Room:

Boston College Mission Statement
Strengthened by more than a century and a half of dedication to academic excellence, Boston College commits itself to the highest standards of teaching and research in undergraduate, graduate and professional programs and to the pursuit of a just society through its own accomplishments, the work of its faculty and staff, and the achievements of its graduates. It seeks both to advance its place among the nation's finest universities and to bring to the company of its distinguished peers and to contemporary society the richness of the Catholic intellectual ideal of a mutually illuminating relationship between religious faith and free intellectual inquiry.

Boston College draws inspiration for its academic societal mission from its distinctive religious tradition. As a Catholic and Jesuit university, it is rooted in a world view that encounters God in all creation and through all human activity, especially in the search for truth in every discipline, in the desire to learn, and in the call to live justly together. In this spirit, the University regards the contribution of different religious traditions and value systems as essential to the fullness of its intellectual life and to the continuous development of its distinctive intellectual heritage.

Course Description
A practical overview of the role and potential of marketing. Developing a market strategy to reach new and evolving markets depends on understanding emerging communication activities and styles, the accurate identification of needs, and expertise in generating and converting inquiries. Elements of a marketing strategy, including pricing, promotion, product decisions, and distribution are included. Creative development of the marketing mix utilizing traditional and interactive components. Strategy formulation and control of the marketing function in a digital world are emphasized.

Course Objectives
1. Understanding the marketing management in the 21st century digital environment
2. Analyzing marketing opportunities and making marketing decisions
3. Managing and delivering marketing programs.
4. The student will demonstrate knowledge, skill and/or competency across cultural settings and will learn the impact of culture, gender, and age in marketing as demonstrated by the course material and case discussions.
5. The student will demonstrate ethical knowledge, skill and competencies pertaining to marketing strategies as demonstrated by course materials and case discussions.
Grading

Final grades for the course will be based upon the following weights for the various assignments:

<table>
<thead>
<tr>
<th></th>
<th>% of Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written case analysis 1</td>
<td>25%</td>
</tr>
<tr>
<td>Written case analysis 2</td>
<td>25%</td>
</tr>
<tr>
<td>Final exam</td>
<td>30%</td>
</tr>
<tr>
<td>Class participation</td>
<td>20%</td>
</tr>
</tbody>
</table>

WCAS Grading System
The undergraduate grading system consists of twelve categories: A (4.00), A- (3.67), excellent; B+ (3.33), B (3.00), B- (2.67), good; C+ (2.33), C (2.00), C- (1.67), satisfactory; D+ (1.33), D (1.00), D- (.67), passing but unsatisfactory; F (.00), failure; I (.00), incomplete; F (.00), course dropped without notifying office; W (.00), official withdrawal from course. The graduate grading system is A (4.00), A- (3.67), Excellent; B+ (3.33), B (3.00), good; B- (2.67), C (2.00), passing but not for degree credit; F (.00), failure.

Grade Reports. All students are required to log into the web through Agora to access their semester grades. Students must utilize their BC username and password to log on. If your username or password is not known the HELP Desk located in the Campus Technology Resource Center (CTRC) in O’Neill Library will issue a new one. The CTRC requires a valid picture ID (a BC ID, driver’s license or passport) to obtain your password.

Text/Readings (Required)

Important Policies
[http://www.bc.edu/content/bc/schools/advstudies/guide/academicinteg.html](http://www.bc.edu/content/bc/schools/advstudies/guide/academicinteg.html)

Written Work
Graduate and undergraduate students are expected to prepare professional, polished written work. Written materials must be typed in the format required by your instructor. Strive for a thorough, yet concise style. Cite literature appropriately, using APA, MLA, CLA format per instructors decision. Develop your thoughts fully, clearly, logically and specifically. Proofread all materials to ensure the use of proper grammar, punctuation, and spelling. You are encouraged to make use of campus resources for refining writing skills as needed [http://www.bc.edu/libraries/help/tutoring.html].

Scholarship and Academic Integrity
It is expected that students will produce original work and cite references appropriately. Failure to reference properly is plagiarism. Scholastic dishonesty includes, but is not necessarily limited to, plagiarism, fabrication, facilitating academic dishonesty, cheating on examinations or assignments, and submitting the same paper or substantially similar papers to meet the requirements of more than one course without seeking permission of all instructors concerned. Scholastic misconduct may also involve, but is not necessarily limited to, acts that violate the rights of other students, such as depriving another student of course materials or interfering with another student’s work.

Request for Accommodations
If you have a disability and will be requesting accommodations for this course, please register with either Dr. Kathy Duggan (dugganka@bc.edu), Associate Director, Connors Family Learning Center (learning disabilities or AHD) or Dean Paulette Durrett, (paulette.durrett@bc.edu), Assistant Dean for students with disabilities, (all other disabilities). Advance notice and appropriate documentation are required for accommodations. For further information, you can locate the disability resources on the web at http://www.bc.edu/content/bc/libraries/help/tutoring/specialservices.html.

**Attendance**
Class attendance is an important component of learning. Students are expected to attend all classes and to arrive by the beginning of and remain for the entire class period. When an occasion occurs that prevents a student from attending class, it is the student’s obligation to inform the instructor of the conflict before the class meets. The student is still expected to meet all assignment deadlines. If a student knows that he or she will be absent on a particular day, the student is responsible for seeing the instructor beforehand to obtain the assignments for that day. If a student misses a class, he or she is responsible for making up the work by obtaining a classmate’s notes and handouts and turning in any assignments due. Furthermore, many instructors give points for participation in class. If you miss class, you cannot make up participation points associated with that class. Types of absences that are not typically excused include weddings, showers, vacations, birthday parties, graduations, etc. Additional assignments, penalties and correctives are at the discretion of the instructor. If circumstances necessitate excessive absence from class, the student should consider withdrawing from the class. In all cases, students are expected to accept the decision of the instructor regarding attendance policies specific to the class.

Consistent with our commitment of creating an academic community that is respectful of and welcoming to persons of differing backgrounds, we believe that every reasonable effort should be made to allow members of the university community to observe their religious holidays without jeopardizing the fulfillment of their academic obligations. It is the responsibility of students to review course syllabi as soon as they are distributed and to consult the faculty member promptly regarding any possible conflicts with observed religious holidays. If asked, the student should provide accurate information about the obligations entailed in the observance of that particular holiday. However, it is the responsibility of the student to complete any and all class requirements for days that are missed due to conflicts due to religious holidays.

There may be circumstances that necessitate a departure from this policy. Feel free to contact the WCAS at 617-552-3900 for consultation.

**Deadlines**
Assignments are due at the beginning of the class period on the specified dates. Late assignments will be graded accordingly.

**Course Assignments**

It is expected that reading, assignments, and discussion preparation will require significant time outside of class. It is also expected that students will spend one additional hour per week participating in the Discussion Board question/discussion for each class period. Each of the two case assignments are to be submitted on time.
# Course Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Case Discussion/ Assignment</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 23</td>
<td>Course Introduction&lt;br&gt;Marketing in a Digital World&lt;br&gt;Text Ch 1: Defining Marketing for the 21st Century</td>
<td>Overview of marketing concepts, principles, and tools.</td>
</tr>
<tr>
<td>June 30</td>
<td>Text Ch 5: Creating Customer Value, Satisfaction, and Loyalty&lt;br&gt;Ch 6: Analyzing Consumer Markets&lt;br&gt;Case One - Distributed</td>
<td>Consumer markets and buyer behavior. Consumer research as an input to marketing decisions.</td>
</tr>
<tr>
<td>July 2</td>
<td>Text Ch 8: Identifying Market Segments and Targets&lt;br&gt;Case One - Discussed</td>
<td>Segmentation, targeting, and positioning.</td>
</tr>
<tr>
<td>July 9</td>
<td>Text Ch 11: Competitive Dynamics&lt;br&gt;Case # 1 is due</td>
<td>Customer relationship marketing.</td>
</tr>
<tr>
<td>July 14</td>
<td>Text Ch 9: Creating Brand Equity</td>
<td>Brand and product line strategy and management.</td>
</tr>
<tr>
<td>July 16</td>
<td>Creating Brand Equity (continued)&lt;br&gt;Case #2 distributed</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Topics</td>
<td>Notes</td>
</tr>
<tr>
<td>--------</td>
<td>------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| July 21 | Text Ch 10 (Cont’d): Setting Product Strategy and Marketing Through the Life Cycle  
Text Ch 13: Designing and Managing Services  
Case #2 Discussed | Development and launch of a new product.  
New product adoption.  
Marketing professional services. Leveraging social networks. |
| July 23 | Text Ch 14: Designing Pricing Strategies and Programs  
Text Ch 15: Designing and Managing Integrated Marketing;  
Case #2 is due | Pricing strategy.  
Behavioral approaches to pricing. |
| July 28 | Ch 16: Managing Retailing, Wholesaling, and Logistics  
Text Ch 17: Designing and Managing IMC;  
Ch 18: Managing Mass Communications | Marketing channels.  
Retail distribution. |
| July 30 | Final Exam                                                             |                                                                      |