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Spring 2024

MRKT 632-102: Marketing Strategy for Technology-Based Organizations

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Recommended Citation

MRKT 632:
MARKETING STRATEGY FOR TECHNOLOGY-BASED ORGANIZATIONS
Syllabus
Spring 2024 Semester

Course Modality:
This is a hybrid course (asynchronously via Canvas & in-person sessions in Room 124, Central King Building). For more information on using Canvas and other supported learning tools, visit the IST Service Desk [Knowledgebase](#).

Instructor Information

Instructor	Email	Office Hours
Dr. Sunaina Shrivastava	Sunaina.shrivastava@njit.edu	Wednesday, 4 – 6 pm and by appointment

Course Description
As technology continuously transforms products and business models and provides new competitive advantages that firms can capitalize on, this course introduces the marketing challenges of firms in the hyper-competitive environment. It provides students with an overview of marketing strategies: pricing, product, promotion, and place. Ethical issues are discussed, as well as other course concepts, using case analysis, videos, class discussions, and term projects.

Course Learning Outcomes
By the end of the course, students will be able to:

1. Explain the fundamentals of marketing for technology-based organizations.
2. Describe the marketing process and its application in technology-based organizations.
3. Evaluate decisions involved in planning, designing, and managing a marketing strategy within technology-based firms.
4. Analyze the hyper-competitive environment and internal/external forces that influence a technology-based organization's marketing strategy.
5. Define how to segment and target potential customers.

6. Evaluate the strengths and weaknesses of different market opportunities.
7. Apply concepts and tools necessary to develop and implement a customer-driven marketing strategy.
8. Discuss the role of ethics in marketing activities.

Textbook
Marketing Management, 16th Edition
Philip Kotler, Kevin Keller, and Alexander Chernev (2022)

Pearson

ISBN-13: 9780135887141

Grading:

Final Exam	30%
Case Studies (Case session 1 & 2)	25%
Discussion Forums	10%
Group Project & Presentation	15%
True Cost Sustainability Assignment	5%
Ethical Marketing Assignment	5%
In-Class Participation	10%

COURSE WORK:

Exam:

There will be one final exam during the Finals week. The exam will require application of the theories and principles covered in the class. The format of the exam will consist of multiple-choice questions, objective type questions, as well as short essay type questions.

Case Presentations:

In order to apply the concepts you have learned in the class, you will be working on several cases across the course of the semester. Students will work on cases in teams of 3-4. There will be two case presentation sessions across the semester. To maximize learning, in each case presentation session, teams will work on different cases and present them. More details about the case presentations will be given in the lecture. Cases will be graded based on the critical analysis of the case, quality of your team presentation, and, the questions you pose to other teams who are presenting. **All team members are expected to work equally on the case and all have to be involved in giving the presentation. Attendance is required during all case work and case presentation sessions** - LOOK AT SYLLABUS FOR DATES ASSIGNED TO CASES

Discussion Forums:

You are expected to participate in discussion forums in Canvas. When all students participate in a discussion, it creates an active learning environment that will help you better understand the materials and be more successful in the class. You will post your initial response to the prompt by Friday at 11:59 pm and respond to two classmates by Sunday at 11:59 pm of the week they are listed.

You will not see the posts of others until you make your first post. Any post with a few words or a statement that is not meaningful or does not contribute anything (like "I agree") will receive a zero. The original post should be a minimum of 100 words (longer if you include direct quotes). The follow up responses should be a minimum of 75 words.

Group Project & Presentation:

This project is designed to give students a chance to implement the knowledge obtained in this class and to improve students' ability to work in groups, as is often required in the field of marketing. Students will work in groups of 3-4 and work together to create a new product for a technology based organization of their choice. Groups will create a **comprehensive marketing plan** for their product, including pricing strategy, a detailed promotional campaign, a thorough distribution plan, target market, and positioning. Students will work in teams that will be assigned in the beginning of the semester. More details will be posted on Canvas during the semester for the project and presentation.

Group Project Final Presentation: Groups will give a 40-minute PowerPoint presentation about their product and marketing plan. The presentation must **incorporate concepts from the lectures and** insights taken from the course should be explained in your presentation. The work of all members should be incorporated into one cohesive ppt. Presentations will take place at the end of the semester. See the schedule at the end of syllabus for exact dates.

In-Class participation:

Class participation will be evaluated based on a combination of respectfully participating in class discussions, and class participation - making positive contributions to the class discussion through your comments and preparation **and students' adherence to class policies.**

True Cost Sustainability/Ethical Marketing Assignments:

Students will work on an assignments after a movie screening based on the Global nature of markets and Sustainability as well as a movie screening based on the ethical issues revolving technology based organizations – Refer to the syllabus for dates

No Electronic Devices Policy (During In-person Sessions):

Note that my goal is create an environment conducive to learning when meeting in class. This is best achieved when everyone is engaged and involved. I follow a NO-laptop/ipad/cellphone policy in my classroom during in-person sessions – laptops/ipads should not be used unless otherwise instructed by me. In order to make notes, the traditional pen-paper format can be utilized; hence please come equipped to class with the same.

To promote a professional/business-like atmosphere, cell-phones should NOT be used during class; please turn them off prior to coming to class and keep them out of sight until the end of it—thanks! Being found using smartphones and other devices while in class will result in a loss of your class participation grade.

HONOR CODE:

Students are expected to refrain from behavior that compromises their academic integrity. Dishonesty, such as plagiarism or cheating on an exam will result in an F on the assignment and potentially in the course. This is a school policy.

HBR CASE STUDIES

Case session 1

KidZania: Spreading Fun Around the World

Guam Visitors' Bureau

Mary Kay Inc.: Enriching Women's Lives while Embracing Change

Case session 2

Chase Sapphire: Creating a Millennial Cult Brand

Creating a Corporate Identity for a $20 Billion Start-up: Lucent Technologies

Microsoft Surface Hub 2S: The Higher-Education Market Opportunity

You will need to create an account with Harvard Business Publishing and access the MRKT632 Course Pack. You will need to purchase each case with a nominal fee ($5-$10).

Course Schedule

Module	Topic		Assignment/Activity	Due Dates
1 **January 17th** <mark>ASYNCHRONOUS WEEK</mark>	Introduction to Strategic Marketing Management		Reflection/Discussion forum based on lecture	Initial post due Sunday
2 **January 24th** <mark>IN-PERSON SESSION</mark>	Course Overview Assigning Cases for Case session 1 Students to work in teams on respective cases for Case session 1		Students to work in teams on respective cases for Case-session 1	**NOTE**: Case Power points due on Canvas by Feb 6th, 11:59pm **NOTE**: Teams will present their respective cases in person in the classroom on Feb 7th
3 **January 31st** <mark>ASYNCHRONOUS WEEK</mark>	Marketing Strategies & Frameworks Analyzing Consumer Markets & Consumer Buying Decision Framework		Reflection/Discussion forum based on the article below: Article: Kemp, E.A., Borders, A.L., Anaza, N.A. & Johnston, W.J. (2018), "The heart in organizational buying: marketers' understanding of emotions and decision-making of buyers", Journal of Business & Industrial Marketing, 33(1), 19-28.	Initial response due Friday, replies to classmates due Sunday
4 **February 7th** <mark>IN-PERSON SESSION</mark>	**Case Session 1 Presentations**: Teams to present respective cases			Teams will be graded based on their in-person presentations in class
5				

February 14th ASYNCHRONOUS WEEK	STDP: Segmentation; Targeting; Differentiation; Positioning		Reflection/Discussion forum based on the articles below: ● Article: Meta's Threads Now Has to Keep Its Millions of Users Engaged ● Article: Here's How Twitter Could Become Irrelevant ● Article: Twitter Starts Sharing Ad Revenue With Creators	Initial response due Friday, replies to classmates due Sunday
6 **February 21st** IN-PERSON SESSION	Ethics in Technology Based Marketing Movie Screening & Discussion Students to work on dedicated Assignment		Students to work on dedicated Assignment based on movie	Assignment due on Feb 27th 11:59pm on canvas
7 **February 28th** ASYNCHRONOUS WEEK	Branding & Golden Circle Product Life Cycle **NOTE: Assigning Cases for Case session 2** **NOTE: Teams to work on respective cases for Case session 2**		Teams to work on respective cases for Case session 2	**NOTE**: Case Power points due on Canvas by March 6th, 12 noon **NOTE**: Teams will present their respective cases in person in the classroom on March 6th

8 **March 6th** IN-PERSON SESSION	**Case Session 2 Presentations**: Teams to present respective cases			Teams will be graded based on their in-person presentations in class
9 **March 13th** **SPRING BREAK**	No Coursework			
10 **March 20th** ASYNCHRONOUS WEEK	Pricing Approaches		Reflection/Discussion forum based on the articles below: ● Article: Netflix global pricing strategy, 2022, S&P Global Market Intelligence ● Article: Netflix Starts to Crack Down on Password Sharing, NYT ● Article: Streamflation is here and Media Companies are Betting You'll Pay Up, WSJ Article: Companies Look to Pay Tech Vendors Based on Business Outcomes, Not Usage, WSJ	Initial response due Friday, replies to classmates due Sunday
11 **March 27th** IN-PERSON SESSION	Sustainability Series True Cost Movie Screening & Discussion Students to work on dedicated Assignment		Students to work on dedicated Assignment based on movie	True Cost Assignment due on April 2nd 11:59pm on canvas

12 **April 3rd** <mark>ASYNCHRONOUS WEEK</mark>	Distribution Strategy/Supply Chain Management		Reflection/Discussion forum based on: TREW Gear - Is Amazon the Trail to Growth	Initial response due Friday, replies to classmates due Sunday
13 **April 10th** <mark>IN-PERSON SESSION</mark>	Group Project Details Group Project Work In Teams Session		Students to work in teams on group project	**NOTE**: Group Project Power points due on Canvas by April 24th, 12noon **NOTE**: Teams will present their respective group projects in person in the classroom on April 24th
14 **April 17th** <mark>ASYNCHRONOUS WEEK</mark>	Retailing & Promotion		Reflection/Discussion forum based on assigned 'Omni-channel' strategy Ted-Talk and articles	Initial response due Friday, replies to classmates due Sunday
15 **April 24th** <mark>IN-PERSON SESSION</mark>	Group Project Presentations Teams present their respective projects			Group Project will be graded based on teams' in-person presentations in class
Finals Week	FINAL EXAM			

Additional Information and Resources

Accessibility:

This course is offered through an accessible learning management system. For more information, please refer to Canvas's Accessibility Statement. Some assignments utilize VoiceThread, consult VoiceThread's Accessibility Statement for additional details.

Requesting Accommodations:

The Office of Accessibility Resources and Services works in partnership with administrators, faculty, and staff to provide reasonable accommodations and support services for students with disabilities who have provided their office with medical documentation to receive services.

If you are in need of accommodations due to a disability, please contact the Office of Accessibility Resources and Services to discuss your specific needs.

Resources for NJIT Online Students

NJIT is committed to student excellence. To ensure your success in this course and your program, the university offers a range of academic support centers and services. To learn more, please review these Resources for NJIT Online Students, which include information related to technical support.