

Special Topics in Marketing

GS/MSMG 6470 3.0

YORK UNIVERSITY

Preliminary Course Outline

Course Directors: Dr. Lee Li

Course Description: This course covers the important issues as applied to marketing's strategic role in meeting customer needs, products/service, price, promotion, distribution, consumer behaviour, market, positioning, ethics and research. The course utilizes lecture, oral and written work, and case studies.

Course Time: Tuesdays, 4 pm to 7 pm

Required Readings/Texts: All readings will be posted on the course website.

Course Outline / Schedule

Week	Topic	Readings	Case
1 (September 9)	Marketing: The Art and Science of Satisfying Customers Overview of the special topics Importance of marketing special topics Presentation schedules	N/A	Apple
2 (September 16)	Corporate Marketing Strategy (A) Business selection Uniqueness Student presentation and paper discussion (30 minutes)	Does a differentiation strategy lead to more sustainable financial performance than a cost leadership strategy?	Trap-Ease
3 (September 23)	Corporate Marketing Strategy (B) Portfolios Student presentation and paper discussion (30 minutes)	The size, structure, and performance of corporate headquarters	Grocery Gateway

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4 (September 30)	Market Environment and Market Research Market research Competition Student presentation and paper discussion (30 minutes)	Value, rareness, competitive advantage, and performance: a conceptual-level empirical investigation of the resource-based view of the firm	Coke
5 (October 5)	Consumer psychology Segmentation, Targeting and Positioning (A) Student presentation and paper discussion (30 minutes)	An empirical analysis of the joint effects of shoppers' goals and attribute display on shoppers' evaluations	P&G
6 (October 21)	Midterm exam (written case study - 2 hours)		
7 (October 28)	Segmentation, Targeting and Positioning (B) Student presentation and paper discussion (30 minutes)	Product positioning strategy in marketing management	Apple
8 (November 4)	Product Management First mover Dynamics of competitive advantage Customer satisfaction	Should small, young technology-based firms internalize transactions in their internationalization?	Coke/Pepsi
9 (November 11)	Pricing Strategy	Pricing strategies and pricing capabilities	Smart phone Business
10 (November 18)	International Marketing Strategy Exchange rates Payments Tax heavens	Liability of country foreignness and liability of regional foreignness: Their effects on geographic diversification and firm performance	L/C system
11 (November 25)	Course Evaluations Distribution Strategy Promotion Strategy	Strategy and control in supplier-distributor relationships: an agency perspective	

Week	Topic	Readings	Case
12 (December 2)	Final Exam (Academic concept critique - 2 hours)		

Grade Breakdown: (TBC/TBD)

Midterm	20%
Final Exam:	30%
Presentations:	30%
Participation:	20%