



湖北工业大学
HUBEI UNIVERSITY OF TECHNOLOGY

Course Title	Strategic Marketing Innovation and Market Strategy
Course Code	MKTG 3103
Semester	Fall 2027
Course Length	8 Weeks, 60 Contact Hours
Credits	4
Instructor	TBA
Office	TBA
Email	TBA
Prerequisite(s)	Introduction to Marketing or equivalent undergraduate business coursework
Antirequisite	MKTG 3101 Strategic Marketing Innovation and Market Strategy (4 Weeks)

Course Description:

Strategic Marketing Innovation and Market Strategy explores the development and application of contemporary marketing strategies in dynamic and competitive business environments. The course examines how organizations create sustainable competitive advantages through strategic analysis, creativity, innovation, and new marketplace design.

Students investigate key strategic marketing concepts including market opportunity analysis, consumer insight development, competitive positioning, value creation, branding strategy, and strategic decision-making. Through industry examples and case-based learning, students examine how organizations respond to changing consumer needs, technological developments, cultural differences, and emerging marketplace opportunities.

The course emphasizes the integration of analytical thinking, creativity, and strategic planning. Students develop skills to evaluate complex marketing challenges, design innovative marketing solutions, and communicate strategic recommendations through professional reports, presentations, and collaborative projects.

The course also considers the social, ethical, and international dimensions of strategic marketing by examining cases from different industries and global markets.

Course Goals:

Students who successfully complete this course will demonstrate competency in the following general education core goals:

- **Critical Thinking Skills** – Students will engage in analytical thinking, demonstrating the ability to critically evaluate, synthesize, and apply knowledge to complex problems, and construct well-reasoned solutions and arguments.
- **Independent Research and Inquiry** – Students will conduct independent research, utilizing academic resources to explore relevant topics, formulating research questions, analyzing data, and presenting findings in a coherent, scholarly manner.
- **Problem-Solving and Application** – Students will apply theoretical concepts and methodologies learned in the course to real-world problems, demonstrating the ability to develop practical solutions informed by academic inquiry.
- **Global and Cultural Awareness** – Students will gain awareness of the global and cultural contexts relevant to the course, appreciating diverse perspectives and considering the implications of their studies in a broader, international context.

Student Learning Outcomes:

Upon completion of this course, students will be able to:

- Analyze market environments, consumer trends, and competitive landscapes to identify strategic opportunities;
- Apply creativity and innovation approaches to develop marketing solutions and new marketplace strategies;
- Develop strategic marketing plans that integrate market analysis, positioning, branding, and implementation considerations;
- Prepare professional marketing reports and presentations that communicate strategic recommendations clearly and effectively;
- Apply research-based inquiry to evaluate strategic marketing decisions and business challenges;
- Demonstrate awareness of social, cultural, and ethical issues associated with strategic marketing decisions;
- Evaluate international marketing cases by considering differences in business environments and cultural contexts;
- Work effectively within teams by managing project responsibilities, meeting deadlines, and contributing to strategic outcomes.

Textbooks/Supplies/Materials/Equipment/ Technology or Technical Requirements:

Philip Kotler, Kevin Lane Keller & Alexander Chernev. *Marketing Management*. Pearson.

Course Requirements:

Market Opportunity Analysis Report (20%)

Students analyze a selected industry or market environment and evaluate customer needs, competitive conditions, and emerging opportunities. The report requires students to apply strategic marketing frameworks and evidence-based analysis.

Strategic Marketing Case Analysis (15%)

Students evaluate real-world marketing cases and examine strategic decisions, competitive positioning, innovation approaches, and ethical considerations.

Innovation and Marketplace Design Project (25%)

Students work individually or collaboratively to identify a marketplace challenge and develop an innovative marketing solution. The project requires creativity, market research, and strategic justification.

Strategic Marketing Plan and Presentation (25%)

Students develop a comprehensive strategic marketing plan including market analysis, target audience identification, positioning strategy, marketing objectives, implementation recommendations, and evaluation methods.

Reading Responses and Class Participation (10%)

Students complete assigned readings, participate in discussions, and contribute analytical perspectives during case discussions and workshops.

Individual Reflection Report (5%)

Students reflect on feedback received during the course and identify opportunities for improving strategic marketing knowledge and professional capabilities.

Assessments: Activity	Percent Contribution
Market Opportunity Analysis Report	20%
Strategic Marketing Case Analysis	15%
Innovation and Marketplace Design Project	25%
Strategic Marketing Plan and Presentation	25%
Reading Responses and Class Participation	10%
Individual Reflection Report	5%

Grading:

Final grades will be based on the sum of all possible course points as noted above.

Grade	Percentage of available points
A	94-100
A-	90-93
B+	87-89
B	84-86
B-	80-83
C+	77-79
C	74-76
C-	70-73
D	64-69
D-	60-63
F	0-59

Course Schedule:

The schedule of activities is subject to change at the reasonable discretion of the instructor. Minor changes will be announced in class, major ones provided in writing.

MKTG 3103 Schedule		
Lecture	Topic	Readings

L1	Introduction to Strategic Marketing	<i>Kotler Ch.1</i>
L2	The Role of Strategic Marketing in Modern Business	Selected Articles
L3	Strategic Marketing Frameworks and Decision-Making	<i>Kotler Ch.2</i>
L4	Understanding Market Environments	<i>Kotler Ch.3</i>
L5	Competitive Analysis and Market Positioning	Porter Readings
L6	Consumer Insight and Market Research	<i>Kotler Ch.5</i>
L7	Customer Value Creation and Market Opportunity Identification	Selected Cases
L8	Segmentation, Targeting, and Positioning Strategies	<i>Kotler Ch.7</i>
L9	Branding Strategy and Competitive Advantage	Branding Articles
L10	Creativity in Marketing Strategy	Innovation Readings
L11	Innovation Processes and Strategic Thinking	Lean Innovation Materials
L12	Designing New Marketplaces and Business Opportunities	Industry Reports
L13	Digital Transformation and Marketing Innovation	Journal Articles
L14	Strategic Marketing Planning Process	Course Materials
L15	Developing Marketing Objectives and Strategies	Strategic Planning Cases
L16	Integrated Marketing Communication Strategy	Selected Readings
L17	International Strategic Marketing	Global Marketing Cases
L18	Cultural Differences and Global Market Strategy	International Marketing Articles
L19	Social Responsibility and Ethical Marketing	Ethics Readings
L20	Sustainable Marketing and Social Impact	Sustainability Reports
L21	Managing Strategic Marketing Projects	Project Materials
L22	Marketing Strategy Evaluation and Performance Measurement	Academic Articles
L23	Strategic Marketing Plan Workshop	Independent Research
L24	Student Strategic Marketing Presentations	Presentation Materials
L25	Course Review and Final Assessment Preparation	Review Materials

Accommodation Statement:

Academic accommodations may be made for any student who notifies the instructor of the need for an accommodation. It is imperative that you take the initiative to bring such needs to the instructor's attention, as he/she is not legally permitted to inquire. Students who may require assistance in emergency evacuations should contact the instructor as to the most appropriate procedures to follow.

Academic Integrity Statement

Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. The University reserves the right to take disciplinary action, up to and including dismissal, against any student who is found guilty of academic dishonesty or otherwise fails to meet the standards. Any student judged to have engaged in academic dishonesty in coursework may receive a reduced or failing grade for the work in question and/or for the course.

Academic dishonesty includes, but is not limited to, dishonesty in quizzes, tests, or assignments; claiming credit for work not done or done by others; hindering the academic work of other students; misrepresenting academic or professional qualifications within or without the University; and nondisclosure or misrepresentation in filling out applications or other University records.

Other Items:**Attendance and Expectations**

All students are required to attend every class, except in cases of illness, serious family concerns, or other major problems. We expect that students will arrive on time, be prepared to listen and participate as appropriate, and stay for the duration of a meeting rather than drift in or out casually. In short, we anticipate that students will show professors and fellow students maximum consideration by minimizing the disturbances that cause interruptions in the learning process. This means that punctuality is a must, that cellular phones be turned off, and that courtesy is the guiding principle in all exchanges among students and faculty. You will be responsible for the materials and ideas presented in the lecture.

Assignment Due Dates

All written assignments must be turned in at the time specified. Late assignments will not be accepted unless prior information has been obtained from the instructor. If you believe you have extenuating circumstances, please contact the instructor as soon as possible.

Make-Up Work

The instructor will not provide students with class information or make-up assignments/quizzes/exams missed due to an unexcused absence. Absences will be excused and assignments/quizzes/exams may be made up only with written documentation of an authorized absence. Every effort should be made to avoid scheduling appointments during class. An excused student is responsible for requesting any missed information from the instructor and setting up any necessary appointments outside of class.

Access, Special Needs, and Disabilities

Please notify the instructor at the start of the semester if you have any documented disabilities, a medical issue, or any special circumstances that require attention, and the school will be happy to assist.