



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

**Course Modality:**

This is an online course, which will be conducted in a hybrid format F2F and Online.. For more information on using Canvas and other supported learning tools, visit the IST Service Desk [Knowledgebase](#).

**Instructor Information**

<b>Instructor</b>	<b>Email</b>	<b>Office Hours</b>
Joseph Roman	Jtr2@njit.edu	<b>Office:</b> Central Avenue Bldg in-person or by appointment on WebEx.

**General Information**

**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 current business environment 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 influencing 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.

### **Required Materials**

#### **Marketing Management, 16<sup>th</sup> Edition**

Philip Kotler, Kevin Keller, and Alexander Chernev (2022)

Pearson

ISBN-13: 9780135887141

### **Grading Policy**

[NJIT Grading Legend](#)

### **Final Grade Calculation**

Final grades will be based on the following percentages:

<b>Class Participation</b>	<b>10%</b>
<b>Discussion Forums</b>	<b>10%</b>
<b>Quizzes</b>	<b>40%</b>
<b>Group Project</b>	<b>20%</b>
<b>Individual Assignment</b>	<b>10%</b>
<b>Class Participation Assignment</b>	<b>10%</b>

### **Course Work**

#### **General Class Participation:**

Every student is expected to lead by example. This is an advanced course taught in a professional manner. The rest of the class will respect and hear everyone's life experience and point of view. It's important to learn from each other and challenge thought where appropriate to drive better outcomes.

**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 11:59pm and respond to two classmates by Sunday at 11:59pm 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.

**Quizzes:** There will be three quizzes and they will be submitted on Canvas in an essay format

**Project 1 - Marketing Research Tools - PPT** While this course primarily focuses on qualitative aspects, it's important to recognize that various research tools, both qualitative and quantitative, play a crucial role in addressing the challenges and decision-making processes in marketing. For this assignment, select a marketing research tool such as MakeMyPersona or SurveyMonkey and familiarize yourself with its application.

In Module 4, submit for approval the marketing research tool you plan to explore.

A. You will be required to upload a PowerPoint presentation covering the following points:

1. The chosen marketing research tool and the company responsible for its development (include a website link).
2. The specific marketing research issue it aims to tackle.
3. Examples of companies or organizations utilizing this tool.
4. Assess its practical utility.
5. Analyze the ethical considerations surrounding the tool's usage, providing reasons for your perspective.

PPT must be uploaded to Canvas Module 6.

B. feedback: Comment on two classmates by Sunday. Share your thoughts on whether you agree or disagree with their evaluation and why. Share other types of companies that would find it useful. Are there other, better tools?

**Project 2 - Marketing Strategy of a Technology-based Company -:** Choose a *current* marketing article or articles (within the last 12 months) about a technology-based company and write about how it relates to what we are learning in class. For example, it could discuss a new product introduction, advertising campaign, changes in packaging or brand image, digital marketing strategies, etc. The article should be from the business press (*The Wall Street Journal*, *Fortune*, *Forbes*, *Business Week*, *Entrepreneur*, *Inc.*, *Advertising Age*, etc.).

Submit for approval the article(s) in Canvas

A. Your presentation should include the following:

1. **Article(s) Summary:** Concisely summarize the article(s), and don't forget to add a link to the article(s).
2. **Company Exploration:** Learn about the company (or companies) the article discusses. Tell us what industry they're in, a bit about their history, what they're selling, and how they're selling it. How do the actions reported support its marketing strategy?
3. **Industry Analysis:** What are the greatest opportunities and threats?
4. **Ethical Behavior:** Is this company acting ethically towards consumers, competitors, and society?
5. **Forward-Thinking Insights:** Share your ideas about what they should do next based on how their strategy's working out so far.

B. Include in your analysis the following:

1. Do you agree with their evaluation? Why or why not?
2. Do you have different recommendations?
3. Can other news articles reinforce the topic you can share?
4. Is there a connection to the company you explored for this presentation?

**Case Reflections:** In modules that include a current business environment analysis, there will also be a general reflection question posed to the class, such as “What is your key takeaway from the case.” As with discussion forums, you are expected to interact with your classmates and discuss the case. The focus is fostering a discussion where you can share your opinions and perspectives while keeping in mind that your contributions will be graded.

### Feedback

Individual feedback will be delivered on each case analysis using the comments feature on Canvas. General feedback will be provided for the class via participation in the discussion forums or announcements each week. Quiz grades will be posted in the grades section of Canvas.

### Letter to Number Grade Conversions

A	90-100
B+	85-89

B	80-84
C+	75-79
C	70-74
F	0-69

### **Policy for Late Work**

**All assignments must be uploaded to CANVAS before the due date and time.**

Late or emailed assignments **WILL NOT** be accepted.

Students with verified emergency cases may get extended deadlines for homework, projects, quizzes, and exams from the [Dean of Students and Campus Life](#).

This course does not have any exams. Per the NJIT [Online Course Exam Proctoring Policy](#), this course will use authentic assessment, meaning you will be assessed and graded on your ability to deliver real-world outputs as well as your participation and feedback to other students. It is important to note that there will be no exceptions to these late policies.

### **Academic Integrity**

*“Academic Integrity is the cornerstone of higher education and is central to the ideals of this course and the university. Cheating is strictly prohibited and devalues the degree that you are working on. As a member of the NJIT community, it is your responsibility to protect your educational investment by knowing and following the [NJIT academic code of integrity policy](#).”*

*Please note that it is my professional obligation and responsibility to report any academic misconduct - including any plagiarism - to the Dean of Students Office. Any student found violating the code by cheating, plagiarizing or using any online software inappropriately will result in disciplinary action. This may include a failing grade of F, and/or suspension or dismissal from the university. If you have any questions about the code of Academic Integrity, please contact the Dean of Students Office at [dos@njit.edu](mailto:dos@njit.edu).”*

#### **NOTE:**

*All student submissions will be checked via TurnItIn on Canvas for (1) matches with*

external sources and (2) generative AI (e.g., ChatGPT). Please ensure that external sources are cited properly, if applicable, and rely on your own insights to answer all questions. Plagiarism and using generative AI to write for you are considered a violation of academic integrity.

### Netiquette

Success in business depends on the professional team's combined performance, not the individual's self-centered interests. Similarly, a good learning environment is collectively created and requires the contribution of ALL students within the class.

To maximize classroom learning, you are expected to be courteous and respectful to classmates by being polite and actively. You should respond to discussion forum assignments in a timely manner so that your classmates have adequate time to respond to your posts. Please respect opinions, even those that differ from yours, and avoid using profanity or offensive language.

### Weekly Expectations

This course is organized into 14 modules. Each week look on Canvas to the next week to see what is due. It's key that all work is submitted on time and if there are schedule delays please notify the professor beforehand and not after.

### Course Schedule

Module	Topic	Reading/Videos	Assignment	Due Dates
1	Class introduction and defining marketing	<ul style="list-style-type: none"> <li>Chapter 1 Defining Markets</li> <li>Chapter 2: Marketing Planning and Management</li> </ul>	1. Discussions	1. See Canvas
2	Consumer and Business Markets	<ul style="list-style-type: none"> <li>Chapter 3 Analyzing Consumer Markets</li> <li>Chapter 4 analyzing Business Markets</li> </ul>	1. Discussions	1. See Canvas
3	Marketing Research	<ul style="list-style-type: none"> <li>Chapter 5 Conducting Market research</li> </ul>	1. Discussions 2. <b>QUIZ 1</b>	1. See Canvas
4	Identifying Segments	<ul style="list-style-type: none"> <li>Chapter 6 Identifying Segments, Markets Customers</li> </ul>	1. Discussions 2. <b>PROJECT 1</b>	1. See Canvas
5	Customer Value Proposition	<ul style="list-style-type: none"> <li>Chapter 7 Crafting a Customer Value Proposition</li> </ul>	1. Discussions	1. See Canvas

		<ul style="list-style-type: none"> <li>Chapter 8 Designing and Managing products</li> </ul>		
6	Designing Services and Brands	<ul style="list-style-type: none"> <li>Chapter 9 Designing and Managing Services</li> <li>Chapter 10: Building Strong Brands</li> </ul>	1. Discussions See Canvas 2. <b>QUIZ 2</b>	See Canvas
7	Sales Promotions and MARCOM	<ul style="list-style-type: none"> <li>Chapter 11 Managing pricing and Sales Promotions</li> <li>Chapter 12 Managing Marketing Communications</li> </ul>	<ul style="list-style-type: none"> <li>Discussions See Canvas</li> <li><b>PROJECT 2</b></li> </ul>	1. See Canvas
8	Integrated Marketing Campaigns and Personal Selling!	<ul style="list-style-type: none"> <li>Chapter 13: Designing an Integrated Marketing Campaign</li> <li>Chapter 14: Personal Selling and Direct Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Discussions See Canvas</li> </ul>	1. See Canvas
9	Managing Distribution Channels/Retailing	<ul style="list-style-type: none"> <li>Chapter 15 Designing Distribution Channels</li> <li>Chapter 16 Managing Retailing</li> </ul>	<ul style="list-style-type: none"> <li>Discussions See Canvas</li> <li><b>QUIZ 3</b></li> </ul>	1. See Canvas
10	Managing Growth	<ul style="list-style-type: none"> <li>Chapter 17 Managing Growth</li> <li>Chapter 18 Developing New Market Offerings</li> </ul>	1. Discussions See Canvas 2. <b>INDIVIDUAL ASSIGNMENT</b>	1: See Canvas
11	Building loyalty and New Markets	<ul style="list-style-type: none"> <li>Chapter 19: Building Customer Loyalty</li> <li>Chapter 20 Tapping Into Global Markets</li> </ul>	1. Discussions See Canvas	1. See Canvas
12	Socially Responsible Marketing	<ul style="list-style-type: none"> <li>Chapter 21 Socially Responsible Marketing</li> </ul>	1. Discussions	1. See Canvas

			<b>2. CLASS PARTICIPATION ASSIGNMENT</b>	
<b>13</b>	Group Work	<ul style="list-style-type: none"> <li>Group Work</li> </ul>	Discussions 1.	1. See Canvas
<b>14</b>	Group Work	<ul style="list-style-type: none"> <li>Group Work</li> </ul>	Discussions	See Canvas

## 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 , consult ['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.