

## OMBA 6955 - Marketing Strategy

Fall 2026 Syllabus, Section A02, CRN 43746,

Credit hours: 3

### Instructor

Christina Saenger

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### Public Instructor Information

**Instructor Title:**

Distinguished Professor

**Instructor Professional Qualifications:**

Ph.D., Marketing, Kent State University

MBA, Strategic Marketing, University of Akron

BA, Business & Organizational Communication, University of Akron

**Instructor Office Location:**

Williamson College of Business Administration #3410

**Instructor Office Phone:**

330-941-2737

### Course Description

6955. Marketing Strategy. Students explore the development of marketing strategy via segmentation, targeting, and positioning, and the support of the marketing strategy through integrated product, price, place, and promotional tactics. Graduate standing and one of the following: admission to the Master of Business Administration (MBA) program, admission to the Master of Science in Business Analytics (MSBA) program, or permission of the MBA program required. 3 s.h.

### Course Readings

| Group    | Title                                                                                      | Author                                           | ISBN |
|----------|--------------------------------------------------------------------------------------------|--------------------------------------------------|------|
| Required | PharmaSim: The Marketing Management Simulation (Student Manual). Interpretive Simulations. | Kinnear, T.C., James, S.W.. & Deighan, M. (n.d.) |      |

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

### Schedule of Topics and Assignments

| Week of | Reading(s)                                                                                                       | Proposed Topic                     | Due/To Prepare for Class                                                                                                                                                                                                     |
|---------|------------------------------------------------------------------------------------------------------------------|------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10/19   | Read Content Items: Meet Your Faculty, Syllabus, Grading Details, FAQs<br>Read Content: PharmaSim Student Manual | Introduction to Marketing Strategy | Watch Content: Course Design & Expectations<br>Take Quiz: How to Succeed in this Course<br>Watch Content: Topic 1: Introduction to Marketing Strategy<br>Take Quiz: Topic 1 Quiz<br>Take Test: PharmaSim Student Manual Test |



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|-------|----------------------------------------------------------------------------------------------|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10/26 | PharmaSim Basic Concepts & Relationships Segmentation, Targeting, & Positioning (PowerPoint) |                                   | Watch Content: Topic 2: Segmentation & Targeting<br>Take Quiz: Topic 2 Quiz<br>Watch Content: Topic 3: Positioning<br>Take Quiz: Topic 3 Quiz<br>Access: PharmaSim simulation via email from Interpretive Simulations, using either the Access Code purchased from the YSU bookstore, or paying for access directly on the website<br>Watch Content: PharmaSim Demonstration Video<br>Complete: PharmaSim Practice Round 1 (Decisions at Start -> Advancing for results at Year 1, using Replays)<br>Complete and Submit: Decisions & Results Tracker 1 |
| 11/2  | Strategic Targeting in PharmaSim (PowerPoint)                                                | 5Cs Analysis                      | Watch Content: PharmaSim: 5Cs Analysis<br>Complete and Submit: 5Cs Analysis<br>Watch Content: PharmaSim Decision Aids<br>Complete: PharmaSim Practice Round 2 (Start -> Year 1, and Year 1 -> Year 2, using Replays and Restarts)<br>Complete and Submit: Decisions & Results Tracker 2                                                                                                                                                                                                                                                                 |
| 11/9  |                                                                                              | Product & Price Decision Making   | Watch Content: Topic 4: Product<br>Take Quiz: Topic 4 Quiz<br>Watch Content: Topic 5: Price<br>Take Quiz: Topic 5 Quiz<br>Watch Content: Tracking Back from Results to Root Cause Decisions<br>Complete: Brand Assistant Checklist<br>Complete: PharmaSim Graded Performance Rounds: Start -> Year 1, and Year 1 -> Year 2                                                                                                                                                                                                                              |
| 11/16 |                                                                                              | Place & Promotion Decision Making | Watch Content: Topic 6: Place<br>Take Quiz: Topic 6 Quiz<br>Watch Content: Topic 7: Promotions<br>Take Quiz: Topic 7 Quiz<br>Complete: Assistant Brand Manager Checklist<br>Complete: PharmaSim Graded Performance Rounds: Year 2 -> Year 3, Year 3 -> Year 4                                                                                                                                                                                                                                                                                           |
| 11/23 |                                                                                              | Decision Making                   | Complete: PharmaSim Graded Performance Rounds: Year 4 -> Year 5, and Year 5 -> Year 6<br>Complete: Brand Manager Checklist<br>Complete: PharmaSim Graded Performance Round: Year 6 -> Year 7                                                                                                                                                                                                                                                                                                                                                            |
| 11/30 |                                                                                              | Decision Making & Reflection      | Complete: PharmaSim Graded Performance Rounds: Year 7 -> Year 8, Year 8 -> Year 9, and Year 9 -> Year 10<br>Complete and Submit: Reflection                                                                                                                                                                                                                                                                                                                                                                                                             |

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.