OMBA 6955 - Marketing Strategy

Fall 2026 Syllabus, Section A09, CRN 44262,

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 Read Content: PharmaSim Student Manual	Introduction to Marketing Strategy	Watch Content: Course Design & Expectations Take Quiz: How to Succeed in this Course Watch Content: Topic 1: Introduction to Marketing Strategy Take Quiz: Topic 1 Quiz Take Test: PharmaSim Student Manual Test

10/26	PharmaSim Basic Concepts & Relationships (PowerPoint)	Segmentation, Targeting, & Positioning	Watch Content: Topic 2: Segmentation & Targeting Take Quiz: Topic 2 Quiz Watch Content: Topic 3: Positioning Take Quiz: Topic 3 Quiz 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 Watch Content: PharmaSim Demonstration Video Complete: PharmaSim Practice Round 1 (Decisions at Start -> Advancing for results at Year 1, using Replays Complete and Submit: Decisions & Results Tracker 1
11/2	Strategic Targeting in PharmaSim (PowerPoint)	5Cs Analysis	Watch Content: PharmaSim: 5Cs Analysis Complete and Submit: 5Cs Analysis Watch Content: PharmaSim Decision Aids Complete: PharmaSim Practice Round 2 (Start -> Year 1, and Year 1 -> Year 2, using Replays and Restarts) Complete and Submit: Decisions & Results Tracker 2
11/9		Product & Price Decision Making	Watch Content: Topic 4: Product Take Quiz: Topic 4 Quiz Watch Content: Topic 5: Price Take Quiz: Topic 5 Quiz Watch Content: Tracking Back from Results to Root Cause Decisions Complete: Brand Assistant Checklist Complete: PharmaSim Graded Performance Rounds: Start -> Year 1, and Year 1 -> Year 2
11/16		Place & Promotion Decision Making	Watch Content: Topic 6: Place Take Quiz: Topic 6 Quiz Watch Content: Topic 7: Promotions Take Quiz: Topic 7 Quiz Complete: Assistant Brand Manager Checklist 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 Complete: Brand Manager Checklist 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 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.