MBA 706-41D: Marketing Management

Summer 2015 (May 11 – June 19)

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****The instructor reserves the right to make changes to this document as needed****

Required Text

Marketing Management, 14th Edition by Kotler and Keller
ISBN-10: 0132102927
Publisher: Pearson/Prentice Hall

Catalog Course Description: Issues related to the marketing process, major trends and forces that are changing the marketing landscape, marketing information, building and managing brands, marketing strategy and roles of ethics in marketing.

Marketing is not just selling or advertising. Rather, it is the business function that deals with customers' needs and wants. Marketing management help companies to understand customer preferences, link that knowledge to designing appropriate products and services for selected customers, and determine appropriate methods to communicate, to capture, and to deliver value. The marketing management process is important at all levels of the organization, regardless of the title applied to the activity. Keep in mind that effective marketing management results not only from simply internalizing marketing facts and institutional detail, but also from systematic critical thinking and the reasoned application of several general principles. With this in mind, the objectives and outcomes of the course are as follows:

Learning Objectives and Outcomes:
At the completion of the course, students will be able to:

1) <u>Demonstrate</u> an understanding of marketing and the marketing process.
2) <u>Identify</u> the major trends and forces that are changing the marketing landscape.
3) <u>Locate, interpret, and evaluate</u> marketing information for decision making.
4) <u>Evaluate</u> the obstacles and challenges in building and managing brands
5) <u>Analyze</u> the changes in marketing strategies during the product's life cycle.
6) <u>Evaluate</u> the internal and external forces that influence an organization's marketing strategy.
7) <u>Assess</u> the attractiveness of a market segment.
8) <u>Evaluate</u> the roles of ethics in marketing activities.
9) <u>Apply</u> the tools and concepts learned in the course to develop a customer-driven marketing strategy and mix.

CRITICAL NOTE: This is an intensive course and requires a significant amount of work. We cover in 6 sessions, the same material that is typically covered in a 14-15 week semester. As such, to be successful in this course, you must schedule sufficient time to read the materials, complete the assignments every week and work with your team on the project. If you are not able to commit the required time, please consider taking the course during the regular semester.

COMMUNICATION

All communications will be sent through the Canvas LMS. Communications being sent to all registered students will address: "Class." In individual communications, you will be addressed as Ms. or Mr.
In your communications to me, you may address me as Dr.G; Professsor G; Dr. Griffiths, Professor Griffiths; Prof. G.

COURSE DESIGN

To accomplish these objectives, we will use a combination of lectures, video case study with discussions, and readings.

The course is designed as an introductory survey of marketing topics that will introduce you to the theories, terminology and frameworks of marketing. The course has two parts: a strategic portion and a tactical portion.

➢ **Strategic:** The strategic portion focuses on identifying organizational competencies and using these competencies to analyze industries and identify target markets.

➢ **Tactical:** The tactical portion of the course reviews the methods that firms can use to optimize their profits in the markets that they choose to target. Topics covered in the tactical portion include pricing, promotion, distribution and product issues.

Lectures: Lectures will focus on principles, theories and applications. Included in the lecture are video cases that allow you to gain a more in-depth understanding of course concepts and their applicability to the marketplace. At the end of these cases, you may be required engage in a discussion of the topics from both the readings and the video case. Articles and other readings will also be posted.

Evaluation and Grading Policy

1. Weekly Quizzes (4)	20%	
2. Exam 1	25%	
3. Exam 2	25%	
4. Marketing Project	30%	
Report	*15%*	
Peer evaluation	*15%*	
Total	**100%**	

Grading Scale

A	95-100
A-	90-94
B+	88-89
B	83-87
B-	80-82
C+	78-79
C	73-77
C-	70-72
D	60-69
F	Below 60

Grades are non-negotiable and final grades can only be changed to correct calculation or input errors on my part. If you have questions as to the validity of a grade this must be brought to my attention in writing within one (1) week of the day/date the grade is posted.

Grades <u>WILL NOT</u> be determined by a standard bell curve whereby the majority of the class receives a 'C' and the minority receives otherwise. Rather, grades will strictly depend on the number of points accumulated relative to the total number of points allotted in the course.

**Note: All submitted work will be checked for plagiarism. To avoid discrepancies, be sure to cite appropriately works of others that you are referencing. For details on what constitutes plagiarism, please visit http://academicintegrity.uncg.edu/ and see further details below.

<p align="center">ASSESSMENT AND DETAILS</p>

Quizzes: Four weekly quizzes will focus on all or some the materials for the respective week, including readings, lectures and video cases within that module. The format may include true/false, multiple choice and short answers. Quizzes can be found within each session module and must be completed before 11:59pm on Sunday unless otherwise noted. Correct quiz answers are available **at 5am on Monday.**

> **Accessing the Quiz:** You will find the quizzes on Canvas. To access Quiz 1, go to "Modules" -> "Session 1"-> "Quiz 1." Follow a similar procedure for other quizzes.

> **Taking the Quiz:** You can take each quiz ONE time only. There will be no additional quiz-taking opportunities. If you miss a quiz, your score for that particular quiz will be 0. **If you know that you cannot take a quiz during a particular week, study ahead and take it in advance.**

Exams – Two: The objective of the exam is to ensure that you understand the core concepts. I design exams to include 50-80% of material from the textbook and lectures. Therefore, if you do not read the book, it will be difficult to pass the exam and subsequently, the course. Be aware that I choose questions that are essentially of two types: (1) purely informational questions and, (2) diagnostic questions. The purely informational questions require less thought, as they merely test your exposure to, and memory of the material. Diagnostic questions, however, often cause some degree of discomfort for those who are not accustomed to them. Their purpose is to determine whether you have learned the material adequately to be able to recognize its applicability in a given situation. These questions ask you to search your memory banks to determine what you have learned that is useful and appropriate to apply to the situation with which you are faced.

> **Testing Procedures to be followed:** All exams are available on Canvas, during the assigned test times. You can access the exams through "Modules" "Exam." Each exam is available for 48 hours ONLY on the dates indicated in the course schedule. You can take each exam only ONE time.

Important: Do not log in and out of the exam after you have started the exam. If you do, the timer will keep running and the time will be counted towards your exam attempt, even if you were logged out of the exam/out of Canvas.

Canvas will force you to submit the test when the deadline indicated in the course syllabus is due, even if your test is not complete. Thus, if you want to have the full allotted time in the test, you should begin your exam attempt at least two hours prior to the end of the exam availability period.

Team Marketing Project: Equally important to the learning process is to apply what you have learned in a real world setting. To accomplish this, students will work in four to five person teams on a marketing project. A final report is due at the end of Session 6. The maximum length is 20 pages of text (double spaced, 12-point font) not including tables and appendices. To be fair to all teams, I will not read beyond that point. **IMPORTANT NOTE: Wikipedia (Wiki's) is NOT a credible source and should not be included or cited under any circumstance.**

1. **Your team assignment is listed on the last page of this document.**
2. Upload into Canvas a 1-2 page progress report by **11:59pm on Wednesday May 20th** indicating your final selection and the issue you will address. Please identify your Team by designated number, and include the names of the team members.

Marketing Team Project Description

The goal of the project is to plan an **integrated marketing program** for a brand/product of your choice. Your team should choose a small, well-defined project and the work effort should emphasize quality over volume.

The task ahead is the following.

a. Identify an existing product/brand issue being faced by a company. Completely analyze the brand/product, focusing your analysis on marketing concepts and issues covered in this class (e.g., customer, competitor, industry, technology, government, product (features), pricing, distribution (incl. sales force), advertising, sales promotion and analyses), which you feel are important in explaining the issues involved and the *differences* between the brand/product you have chosen and its competitors. Clearly outline your assumptions and thought processes.

b. Suggest actions and strategies (on each issue), which you feel would enable the product/brand to improve its market position. Clearly outline your assumptions and thinking.

Your selection of a product/brand will have to be approved by the instructor, although you will be given considerable freedom to follow your own interests. Since the project will require a significant amount of time and effort, it is important that you select companies with products/brands in which you are personally very interested.

Some suggestions to increase the probability of generating a very good project are:

1. Start early – today!
2. Define the product/brand carefully. If you decide to pick products from large companies, such as IBM and HP, carefully constrain the product class, e.g., laptops, so as to avoid a mega-corporation analysis.

3. Attempt to develop some structure before you go about collecting information. Be flexible in your sources of information. Discussions with key executives, current and potential customers, competitors, published information from public sources and the company, personal observations, etc. are all feasible options.

As you can tell, this type of project is a major undertaking, and cannot be meaningfully churned out in the last week of class. Be cognizant of the calendar; recognize that data collection and analysis requires plenty of time.

Since we meet in only 6 sessions, communicating/meeting with your team members will require extensive use of technology. This is strongly recommended. **Discussion board, email access, virtual classroom and file sharing is now available for each team via Canvas.**

* If there are questions regarding the project, please email me early. Don't wait until the last week when it's too late to seek help.

==NEXT STEP==: Make contact and become familiar with your team members. Begin discussing potential products/brands for the project.

==Remember:== Upload into Canvas a 1-2 page progress report by **11:59pm on Wednesday May 20th** indicating your final selection and the issue you will address. Please identify your Team by designated number, and include the names of the team members.

Final Report Format

Your report must be concise but comprehensive. Organize your report using headings and subheadings for the different sections.   At minimum, your report must include:

- ❖ A title page identifying the members of the marketing team, product/brand and/or company name.
- ❖ Executive Summary
- ❖ Overview of the company's mission
- ❖ Value proposition
- ❖ Situation Analysis /SWOT
- ❖ Description of the issue being faced that your plan will address
- ❖ Marketing strategy (target mkts, positioning, marketing mix strategies, marketing communications)
- ❖ Competition
- ❖ Brand/product analysis
- ❖ Recommendation (including but not limited to; marketing strategy, target markets and segments, 4p's and 4c's, integrated marketing communications).

Contribution of Marketing Team Members

The business workplace is a social environment where you must work with others to achieve the goals and objectives of the entire organization. Therefore, 50% of an individual's project grade will be based on the work produced. In other words, 50% of YOUR project grade is in the hands of your peers.

- ❖ *Peer Evaluation:* Each member of the project teams will provide evaluative feedback on the performance of each individual team member. You will give yourself a rating and provide comments on the

contributions each member (including yourself) made toward the successful completion of the project. The ratings provided by each team member will be taken into account in the final calculation of the individual's total project participation and contribution grade. The onus is on you to contribute 100% toward the success of the project and to work well with your team members.

The peer evaluation form is available via Canvas and must be completed and uploaded into Canvas by 11:59pm on June 19th .

SUBMITTING YOUR WORK: CANVAS

All written assignments should be turned in by the respective due dates by uploading it into Canvas. ALL DOCUMENTS MUST BE IN MICROSOFT WORD FORMAT ONLY. DO NOT LOAD PDF FILES. Be sure to verify that you have correctly submitted your document. **Late submissions will not be graded.**

Technical Difficulties

Technical problems are not acceptable reasons for missing a quiz, exam or completing the team assignment. If you experience technical difficulties, report it to me **immediately** with accompanying evidence (e.g. a screenshot). ANY TECHNICAL PROBLEMS REPORTED AFTER THE EXPIRATION OF THE DEADLINE WILL NOT BE CONSIDERED AND ARE NOT VALID EXCUSES FOR NOT COMPLETING AN assignment. **However, situational circumstances like "verifiable computer glitches" which results in LATE SUBMISSION will receive 25% grade penalty.**

Time Management

It is imperative that you manage your time to ensure that you complete the required assignment by the appointed due dates. It is unwise to wait until the last minute to begin an assignment. Starting ahead of time will allow you to manage any technical or personal issues that may arise in a timely manner and still meet the required deadlines. Any technical problems reported AFTER the deadline of an assignment due date will not be considered.

NOTE: As a student taking an online course, it is your responsibility to make sure that you have access to a reliable computer and a reliable internet connection during the entire duration of the course. Inability to access a computer or internet at any time during the course is not an acceptable excuse for not completing an assignment. UNCG has several computer labs available for students and public libraries offer internet access free of charge.

Academic Integrity Policy:

Students are expected to adhere to the Academic Integrity Policy on all assignments and tests. The syllabus will provide a link to the complete description of the Academic Integrity Policy as found in the UNCG Graduate Bulletin. http://academicintegrity.uncg.edu/complete/

Expectations of Students

Students in the Bryan School are also expected to adhere to the Student Code of Conduct. Further details may be found at http://academicintegrity.uncg.edu/complete/ and http://studentconduct.uncg.edu/policy/code/. The Bryan School has additional expectations and guidelines for students to follow which can be found at http://www.uncg.edu/bae/faculty_student_guidelines.pdf.

Expectations of Faculty

The Bryan School expects its faculty to conform to all existing UNCG codes and policies. These are found at http://provost.uncg.edu/faculty/h_section4.asp In addition, the Bryan School has expectations and guidelines for faculty to follow which can be found at http://www.uncg.edu/bae/faculty_student_guidelines.pdf.

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Note that occasionally, changes in the schedule of the course may be necessary. These changes will be announced via Canvas email. Equally, materials may be added to increase your knowledge and efficiency in a particular subject area, as well as articles to read in preparation for the next module. It is your responsibility to connect with CANVAS to stay abreast of changes, additional material, etc.

Sessions: All sessions run on a Monday to Sunday schedule. New sessions begin on Monday at 5:00am and end on Sunday at 11:59pm. The following highlights the sessions, dates and coverage content.

DATES	COURSE TOPICS	READINGS	EXPLORE IN YOUR READINGS	ACTIVITIES	ITEMS DUE
Session 1 **5/11- 5/17**	❖ Understanding Marketing Management	❖ Chapters 1 & 2	1. Why is marketing important? 2. Does Marketing Create or Satisfy Needs? 3. What is marketed? 4. How does marketing affect customer value? 5. How is strategic planning carried out at different levels of the organization?	Lecture Video Case Discussion Quiz 1	
Session 2 **5/18-5/24**	❖ Capturing Marketing Insights and Social Media*	❖ Chapters 3, 4 ❖ *See Social Media readings in Module 2	1. What are the components of a modern marketing information system? 2. What constitutes good marketing research? 3. What are some influential macro-environment developments?	Lecture Video Case Discussion Quiz 2	**Wednesday, 5/20 upload in Canvas 1-2 page Marketing Project Direction Summary**
Session 3 **5/25-5/31**	❖ Connecting with Customers and Building Brand Equity	❖ Chapters 6, 8 & 9	1. How do consumer characteristics influence buying behavior? 2. What are the requirements for effective segmentation? 3. How should a company choose the most attractive target markets? 4. What is brand equity? 5. How is brand equity built, measured, and managed?	Lecture Video Case Discussion Exam 1: Covers readings in Sessions 1, 2, 3.	
Session 4 **6/1-6/7**	❖ Shaping the Market	❖ Chapters 12, 13 & 14	1. How can companies combine products to create strong co-brands or ingredient brands? 2. How do we define and classify services, and how do they differ from goods? 3. How can we improve service quality? 4. How do consumers process and evaluate prices?	Lecture Video Case Discussion Quiz 3	
Session 5 **6/8-6/14**	❖ Delivering Value	❖ Chapters 15 & 16	1. What is a marketing channel system and a value network? 2. What decisions companies face in managing their channels? 3. What major types of marketing intermediaries occupy this sector? 4. What are the major trends with marketing intermediaries?	Lecture Video Case Discussion Quiz 4	
Session 6 **6/15-6/19**	❖ Communicating Value and Tapping into Global Markets	❖ Chapters 17, 18 & 21	1. What is the communications mix and how should it be set? 2. What is an integrated marketing communications program? 3. What steps are required in developing an advertising program?	Lecture Video Case Discussion Exam 2: Covers Sessions,4,5,6	6/19 Team Marketing Project Due by 11:59pm

Team Assignments

Team 1	Team 2	Team 3	Team 4	Team 5	Team 6
Albritton, Robert	Barton, Dustin	Althiser, Bret	Owens, Garrett	Bradshaw, Bryan	Barr, Eric
Byler, Ryan	Reid, Kaitlin	Clegg, Grahm	Glover, Ronald	Carlone, Michael	Cox, Ryan
Fisher, Beth	Hart, Andrew	Gound, Mary	Horton, Meghan	McPherson, Benjamin	Lohr, Ashley
Emms, Robert	Wisniewski, Gregg	Castellanos, German	Peterson, Keyan	Pelon, Michael	Vats, Kautilya
Iliff, Hadley		Whitman, Donald	Anderson, Matthew	Whisnant, Jennifer	Murray, Colleen