



## **Prerequisites/Co-requisites:**

None

## **Catalog 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.

## **Student Learning Outcomes:**

**At the completion of the course, students will be able to:**

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

## **Teaching Methods and Assignments for Achieving Learning Outcomes:**

The course will be organized around short lectures, case analyses, in-class and online discussions and case and paper presentations. Topics covered include:

- Marketing: Creating and Capturing Customer Value
- Company and Marketing Strategy: Partnering to Build Customer Relationships

- Analyzing the Marketing Environment
- Managing Marketing Information
- Conducting Marketing Research
- Customer-Driven Marketing Strategy: Creating Value for Target Customers
- Products and Services
- Brands
- New-Product Development and Life-Cycle Strategies
- Pricing
- Marketing Channels, Retailing and Wholesaling
- Communicating Customer Value
- Direct Marketing
- E-commerce
- Global Marketing
- Marketing Ethics and Social Responsibility

## ***Evaluation and Grading Policy***

### ***Online Participation and Contribution (225 points)***

Blackboard discussion is an important component of this course. You are expected to login regularly, read other course participants' posts and post to the discussion topics (at least **ten** posts are required). A main purpose of online discussions is to supplement the materials covered in class. Your postings enhance and enrich not only your own learning but also that of your fellow course participants. Please feel free to post anything that contributes to our learning of marketing.

Two of the posts are required to be on the forum "Online video contribution". Your posts on this forum need to be about free videos available online (e.g., YouTube) to help learn understand some concepts related to marketing. One of them will be your original post and the other will be your comments on one or more posts of others participants' on this forum. Please visit the forum for more information. As an example of a post, see the item "McDonald's Celebrates 20<sup>th</sup> Birthday in Russia" (Nir Kshetri).

At least one of the posts is required to be on readings from the folder "Additional cases and articles for online discussion" in the course document area. I will create a forum for each article/case in this folder.

Your posts are evaluated using the following criteria:

- a) Have you done additional research and included source(s) of your information? You need to include each reference in its complete form, not just the link.

- b) Have you connected your discussion with materials from your textbook or those discussed in the class?
- c) Have you connected your posts with the current business related events (some of them)?
- d) Do your posts refer to other course participants' posts (some of them)?
- e) Are your posts uniformly distributed throughout the session?
- f) Are they sufficient long (that is, at least 2 paragraphs)?
- g) Are they insightful and provide the reader with new ideas?

The last day for posting on the discussion board is **June 19, 2014**. Please copy all of your posts in **ONE** word document and email me before the end of the semester. Make sure that each post has the date you posted on the blackboard.

### **Exam 1 (100 points)**

More details will be available on the Blackboard.

### **Exam 2 (100 points)**

More details will be available on the Blackboard.

### **Exam 3 (200 points)**

More details will be available on the Blackboard.

### **Case Analysis: 150 points**

You are required to analyze the case, "**Kaspersky Lab: from Russia with anti-virus**". While there is no one "correct" approach to organizing a written case analysis and presentation, I expect you to adhere to the guidelines posted on the blackboard as close as possible.

### **Final Project: 225 points**

In the final group project, you are required to prepare a case/report which analyzes how social media and/or Big Data have been used in an organization and develop a social media/Big Data strategy for the firm. More details will be available on the Blackboard.

Please post a 1-2 paragraph description of your final project by **May 26, 2014**. I have created a forum "Final project" in the discussion board for this purpose. You need to explain the organization for which you are developing a SM/BD strategy and the status of SM/BD use

in the organization. Also please indicate which market you will focus on (e.g., BD of Amazon.com in India).

**Grading Scale:**

Points possible for the various evaluation components are summarized below:

Component	Points possible
Online Attendance, Participation and Contribution	200
Exam 1	100
Exam 2	100
Exam 3	200
Case Analysis	150
Final Project	250
<b>Total</b>	<b>1,000</b>

**Scoring System for the Final Grade**

The following scoring system will be used for the final grade.

Score	Grade	Score	Grade
950 – 1,000	A	790 – 819	B-
915 – 949	A-	760 – 789	C+
870 – 914	B+	740 – 759	C
820 – 869	B	0 – 739	F

**The following criteria will apply to the grading of assignments**

A: Work that demonstrates not only a clear understanding of the material under study, but also a superior ability to utilize that material in the assignment. All criteria are met. The student’s work goes beyond the task and contains additional, unexpected or outstanding features.

B: Work that demonstrates a good understanding of the material under study, and utilizes the material well in the assignment. The student meets the assignment criteria, with few errors or omissions.

C: Work that fails to demonstrate a basic or technical understanding of the material under study, and fails to use relevant material in the assignment. Work may not address one or more criteria or may not accomplish what was asked.

F: Work that is incomplete, inappropriate and/or shows little or no comprehension of the material under study.

## Tentative Course Schedule

Week	Detail	Remarks
1 (5/12-18)	<ul style="list-style-type: none"> <li>Marketing: Creating and Capturing Customer Value</li> <li>Company and Marketing Strategy: Partnering to Build Customer Relationships</li> </ul>	<ul style="list-style-type: none"> <li>Chapters 1-2</li> <li>Materials for Chapter 1 in the Course Document area also contain videos. You are encouraged to watch them and post on the discussion board</li> </ul>
	<ul style="list-style-type: none"> <li>Analyzing the Marketing Environment</li> <li>Managing Marketing Information to Gain Customer Insights</li> <li>Discussion of case/article: The Evolution of the Chinese Online Gaming Industry (Please refer to the folder" Additional cases and articles for online discussion" in course document area).</li> </ul>	<ul style="list-style-type: none"> <li>Chapters 3-4</li> <li>Materials for Chapter 3 in the Course Document area also contain videos. You are encouraged to watch them and post on the discussion board</li> </ul>
2 (5/19-25)	<ul style="list-style-type: none"> <li>Social media and marketing issues</li> <li>Cloud computing and marketing issues</li> <li>Big Data and marketing issues</li> <li>Articles: <ul style="list-style-type: none"> <li>The Economics of Social Media and Virtual Community</li> <li>Cloud Computing in Developing Economies</li> <li>Privacy and Security Issues in Cloud Computing: The Role of Institutions and Institutional Evolution</li> <li>Cloud Computing and EU Data Privacy Regulations</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Handouts</li> </ul>
	<ul style="list-style-type: none"> <li>Understanding Consumer and Business Buyer Behavior</li> <li>Customer-Driven Marketing Strategy: Creating Value for Target Customers</li> </ul>	<ul style="list-style-type: none"> <li>Chapters 5-6</li> <li>Materials for Chapter 5 in the Course Document area also contain videos. You are encouraged to watch them and post on the discussion board.</li> <li>Exam 1 online. This exam will open on 5/19 at 5 PM and will be available for 48 hours.</li> </ul>
3 (5/26-6/1)	<ul style="list-style-type: none"> <li>Products, Services, and Brands: Building Customer Value</li> </ul>	<ul style="list-style-type: none"> <li>Chapters 7-8</li> </ul>

	<ul style="list-style-type: none"> <li>Developing New Products and Managing the Product Life-Cycle</li> <li>Discussion of case/article: Barriers to Branding for Developing World-Based Firms and Some Mechanisms to Overcome Them: A Conceptual Framework (Please refer to the folder” Additional cases and articles for online discussion” in course document area).</li> </ul>	<ul style="list-style-type: none"> <li>Materials for Chapter 7 in the Course Document area also contain videos. You are encouraged to watch them and post on the discussion board.</li> <li>Exam 2 online. This exam will open on 5/26 at 5 PM and will be available for 48 hours.</li> </ul>
4 (6/2-8)	<ul style="list-style-type: none"> <li>Pricing: Understanding and Capturing Customer Value</li> <li>Marketing Channels: Delivering Customer Value</li> </ul>	<ul style="list-style-type: none"> <li>Chapters 9-10</li> <li>Materials for Chapter 10 in the Course Document area also contain videos. You are encouraged to watch them and post on the discussion board.</li> <li>Case analysis due: 11:59 PM, 6/6/2014: Kaspersky Lab: From Russia with Anti-virus</li> </ul>
5 (6/9-15)	<ul style="list-style-type: none"> <li>Retailing and Wholesaling</li> <li>Communicating Customer Value: Advertising and Public Relations</li> <li>Discussion of case/article: The economics of click fraud (Please refer to the folder” Additional cases and articles for online discussion” in course document area).</li> </ul>	<ul style="list-style-type: none"> <li>Chapters 11-12</li> <li>Materials for Chapter 10 in the Course Document area also contain videos. You are encouraged to watch them and post on the discussion board.</li> </ul>
	<ul style="list-style-type: none"> <li>Personal Selling and Sales Promotion</li> <li>Direct and Online Marketing: Building Direct Customer Relationships</li> <li>Discussion of case/article: Barriers to E-Commerce and Competitive Business Models in Developing Countries: A Case Study (Please refer to the folder” Additional cases and articles for online discussion” in course document area).</li> </ul>	<ul style="list-style-type: none"> <li>Chapter 13-14</li> <li>Materials for Chapter 14 in the Course Document area also contain videos. You are encouraged to watch them and post on the discussion board.</li> </ul>
6 (6/16-20)	<ul style="list-style-type: none"> <li>The Global Marketplace</li> <li>Sustainable Marketing: Social Responsibility and Ethics</li> <li>Discussion of cases/articles (Please refer to the folder” Additional cases and articles for online discussion” in course document area): <ol style="list-style-type: none"> <li>Sustainability Entrepreneurship and Global Competitiveness in the Clean Technology Industry: A Framework and a Case Study</li> <li>The Development of Market Orientation: A Consideration of Institutional Influence in China (Please refer to the folder” Additional cases and articles for online discussion” in course document area).</li> <li>Japan’s Changing Cybersecurity Landscape</li> <li>Mobile Payment in Emerging Markets</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>Chapter 15-16</li> <li>Materials for Chapter 14 in the Course Document area also contain videos. You are encouraged to watch them and post on the discussion board.</li> <li>Exam 3 online. This exam will open on 6/19 at 5 PM and will be available for 48 hours.</li> <li>Final project due: 11:59 PM 6/20/2014.</li> </ul>

## **List of Additional Cases/Articles**

1. The Economics of Social Media and Virtual Community
2. Privacy and Security Aspects of Social Media: Institutional and Technological Environment
3. Cloud Computing in Developing Economies
4. Privacy and Security Issues in Cloud Computing: The Role of Institutions and Institutional Evolution
5. Cloud Computing and EU Data Privacy Regulations
6. The Evolution of the Chinese Online Gaming Industry
7. The economics of click fraud
8. Barriers to Branding for Developing World-Based Firms and Some Mechanisms to Overcome Them: A Conceptual Framework
9. Barriers to E-Commerce and Competitive Business Models in Developing Countries: A Case Study
10. Sustainability Entrepreneurship and Global Competitiveness in the Clean Technology Industry: A Framework and a Case Study
11. The Development of Market Orientation: A Consideration of Institutional Influence in China
12. Japan's Changing Cybersecurity Landscape
13. Mobile Payment in Emerging Markets

## **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/>

## **Final Examination:**

There will be no final proctored examination.



## **Additional Requirements:**

### **Late Work Penalty**

Assignments may not be submitted late. Exceptions will be granted only in rare circumstances and be evaluated on a case-by-case basis.

### **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](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](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](http://www.uncg.edu/bae/faculty_student_guidelines.pdf).

## Instructor Information

Nir Kshetri is Professor at Bryan School of Business and Economics, The University of North Carolina-Greensboro (UNCG). He is a research fellow at Research Institute for Economics & Business Administration - Kobe University, Japan. Nir holds a Ph D in Business Administration from University of Rhode Island; an M.B.A. from Banaras Hindu University (India); and an M. Sc. (Mathematics) and an M. A. (Economics) from Tribhuvan University (Nepal).

Nir's previously held positions include faculty member at Kathmandu University (Nepal) and visiting lecturer at Lancaster University (U.K.). He has *held visiting professorship* in Kobe University, Japan, European Business School, Paris, France, Bad Mergentheim Business School, Baden-Wuerttemberg, Germany, Transatlantik-Institut, Fachhochschule Ludwigshafen am Rhein, Germany and Konrad Lorenz University, Bogota, Colombia. During 1997-99, Nir was a consultant and a trainer for the Food and Agricultural Organization (FAO) of the United Nations, German Technical Cooperation (GTZ) and Agricultural Development Bank of Nepal.

Nir is the author of four books: *Global Entrepreneurship: Environment and Strategy* (Routledge: 2014) (<http://www.routledge.com/books/details/9780415888004/>), *Cybercrime and Cybersecurity in the Global South* (Palgrave 2013) (<http://www.palgrave.com/products/title.aspx?pid=583038>), *The Global Cyber-crime Industry: Economic, Institutional and Strategic Perspectives* (Springer-Verlag: Berlin, Heidelberg, New York, 2010) (<http://www.springer.com/business/media+management/book/978-3-642-11521-9>) and *The Rapidly Transforming Chinese High Technology Industry and Market: Institutions, Ingredients, Mechanisms and Modus Operandi* (Caas Business School, City of London and Chandos Publishing: Oxford, 2008) ([http://www.amazon.com/Rapidly-Transforming-Chinese-High-Technology-Industry/dp/1843344645/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1218228152&sr=8-1](http://www.amazon.com/Rapidly-Transforming-Chinese-High-Technology-Industry/dp/1843344645/ref=sr_1_1?ie=UTF8&s=books&qid=1218228152&sr=8-1)).

Nir has published seventy five articles in journals such as *Foreign Policy*, *European Journal of Marketing*, *Journal of International Marketing*, *Third World Quarterly*, *Asia Pacific Journal of Marketing and Logistics*, *Journal of International Management*, *Communications of the ACM*, *IEEE Computer*, *IEEE Security and Privacy*, *IEEE Software*, *Electronic Commerce Research*, *Electronic Markets*, *Small Business Economics*, *Thunderbird International Business Review*, *Telecommunications Policy*, *Journal of International Entrepreneurship*, *Electronic Commerce Research and Applications*, *Baltic Journal of Management*, *IT Professional*, *Journal of Health Organization and Management*, *Journal of Developmental Entrepreneurship*, *International Journal of Health Care Quality Assurance*, *Journal of Electronic Commerce Research*, *Journal of Computer Information Systems*, *Journal of Technology Management in China*, *First Monday*, *Pacific Telecommunications Review*, *Marketing Management Journal*, *The Pacific Asia Journal of AIS*, *Emerald Emerging Markets Case Studies*, *Journal of Interdisciplinary Mathematics*, *Journal of Asia Pacific Business and International Journal of Cases on Electronic Commerce*. He has also contributed about two-dozen chapters to several books.

Nir participated as lead discussant at the Peer Review meeting of the UN's *Information Economy Report 2013*. Various United Nations Agencies such as International Telecommunications Union, Comisión Económica para América Latina y el Caribe (CEPAL) and the Internet Governance Forum, the US Army War College and private organizations have invited him to give talks and keynote speech on big data, cybersecurity and other topics. Nir has travelled to about eighty countries. He has given lectures or presented research papers (over 150) at various national and international meetings/conference in Azerbaijan, Brazil, Canada, Chile, China, Colombia, Croatia, Czech Republic, Denmark, Dominican Republic, Ecuador, Estonia, France, Germany, Greece, Guatemala, India, Indonesia, Italy, Japan, Malaysia, Mongolia, Morocco, Myanmar, Nepal, New Zealand, Oman, Portugal, Romania, Serbia, South Africa, South Korea, Singapore, Sweden, Switzerland, Thailand, Taiwan, the Philippines, the U.K., the U.S., Tunisia, Turkey, Uganda and Uruguay.

Nir has been recognized by *Business Week* as a "prominent faculty" in 2013 and 2014. He is a two-time winner of the Bryan School Teaching Excellence Award (2012 and 2008). Nir's recent research related awards include Best Academic Paper Award at The Business and Entrepreneurship in Africa Conference (May 2013) and best *paper* award at the 5<sup>th</sup> International Conference on Information Systems and Economic Intelligence (2012). A 2012 study ranked him # 2 in terms of the number of articles published in *Journal of International Management* over a 13-year period (1998-2010). Nir received Emerald Literati Network Award for Excellence in 2013 and 2010. He is a two time winner of the Pacific Telecommunication Council's *Meberoo Jussavalla Research Paper Prize* (2010 and 2008).

Nir has been interviewed and/or quoted in over 60 media outlets from Australia, Brazil Brunei, Canada, China, Colombia, France, India, Italy, Japan, Malaysia, Mexico, Morocco, New Zealand, Qatar, Tanzania, Thailand, the Philippines, the U.S., United Arab Emirates and other countries including Bloomberg TV, WFMYNews2, New Tang Dynasty TV, Christian Science Monitor, Epoch Times, HPC in the Cloud, *Foreign Policy*, *Telecommunications*, *Simply Security*, *The Business Journal of the Greater Triad Area*, *Jamestown News*, *Greensboro News and Record*, *El Nuevo Herald*, *Mother Nature Network*, *Gulf-Times.com*, *The Times of India*, *news24.com*, *Canoe.ca*, *key4biz.it*, *aufaitmaroc.com*, *rtbf.be*, *livemint.com*, *World News Australia*, *Brunei Times*, *Leadership Magazine* and *High Point Enterprise*. Nir's work has also been featured at the UNCG homepage.





**Bryan School of Business and Economics  
MBA 706-51 Marketing Management  
Summer 2014 (12 May – 20 June)**

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*Please submit this form by May 19, 2014. You can copy and paste in an email message.*

Your full name

The name you preferred to be called

Your hometown

Your telephone number

Your educational and career goal

Other information you would like me to know about you