

Marketing Management MBA 706 On-Line

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This syllabus is binding and will not change without notice sent to the entire class through the Canvas system

Required Text

Marketing Management, 15th Edition by Kotler and Keller

ISBN- 9780133856460

Publisher: Pearson

Required reading packet from Harvard: <https://hbsp.harvard.edu/import/818927>

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.

COURSE DESCRIPTION:

This is a course in marketing management based on lecture materials, readings, and 0case analyses. It is designed to explore the managerial aspects of the marketing function. The course is organized around the key marketing decision variables—target market selection, product, pricing, distribution and promotion—and the various marketing processes of strategy formulation, tactical decisions and implementation.

Marketing is not just selling or advertising. Rather, it is the business function that deals with customers' needs and wants. Marketing management helps companies to understand customer preferences, link that knowledge to designing appropriate products and services for selected

customers, and determine appropriate methods to communicate, capture, and 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 these factors 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) 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 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.

COMMUNICATION

All communications will be sent through the Canvas LMS or through UNCG email account.

Email communications: I will respond to emails in a timely manner – typically within 24 hours (weekdays, but may be longer on the weekend). If I initiate an email to you, I will use your email address associated with your name in Canvas, so be sure to check that account often.

COURSE DESIGN

All sessions run on a Monday to Sunday schedule. New sessions begin on Monday at 5:00am and end on Sunday at 11:59pm. These are in the “Modules” tab on the course site. The course content is organized in Content Modules for the entire semester.

To accomplish the objectives, we will use a combination of lectures, videos, case studies, 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. As such, those students with a strong marketing background may find some of the material more of a refresher course than will other students without a marketing background. 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 product pricing, promotion, and distribution issues.
- ☺ **Lectures:** Lectures will focus on principles, theories and applications. However, listening to the lecture is no substitute for reading the chapters. Included in the lecture are video cases/clips that allow you to gain a more in-depth understanding of course concepts and their applicability to the marketplace. These videos provide examples to highlight practice and application of the concepts and frameworks discussed in our readings and lectures. At the end of these cases, you may be required to engage in a discussion of the topics from the readings, lecture, or video case. Articles and other readings may also be posted in the respective modules. Students will also need to read the materials in the Harvard Case Packet for this class (purchase directly from Harvard via the address I provided in this syllabus). **Not all chapters in the text will be covered.**

Evaluation and Grading Policy

- | | |
|-------------------------------------------------------------------|-----------|
| 1. Discussion Participation | 10% |
| 2. Weekly Quizzes | 20% |
| 3. Quantitative Analysis | 15% total |
| a. Team Marketing Arithmetic 1/3rd of Quantitative Analysis grade | |

- b. Individual case quantitative analysis 2/3rds of Quantitative Analysis grade
 - 4. Team Marketing Plan Project 30%
 - a. Report 15%
 - b. Peer evaluation 15%
 - 5. Final Exam 25%
- Total 100%

Final Grade Assignment Scale	(93-100) A- (90-92)	B+ (87-89) B (83-86) B- (80-82)	C+ (77-79) C (73-76) C- (70-72)	D (60-69)	F (<60)
Value	Outstanding Excellence	Mastered material	Tagged the bases	Unsatisfactory	Unacceptable
Organizational equivalent	Promoted	Raise	No Raise	Reviewed	Fired
Typical Percentage	25-35%	50-60%	~10%	<5%	<5%

All assignments with the exception of the Marketing Plan Project and Marketing Arithmetic, are to be completed individually

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 WILL NOT 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.

COURSE STRUCTURE

Modules:

Each module will open at 5AM on Monday morning and close at 11:59pm on Sunday night. The content for each module is not available before the beginning of the week. Lecture content (e.g., videos, etc.) will remain available after the module has ended for later review as needed. Video cases are included as either MP4 or hyperlinks within the lecture slides.

Virtual Class Meeting:

Most weeks we will meet via Zoom in Canvas. Meetings are scheduled for 1-hour on Tuesday and will consist of short lecture discussion and answering your specific questions. If there are no

questions, these meeting will probably not run the full hour. Attendance, though not mandatory is strongly encouraged. Meetings **will be recorded and posted** for later viewing.

Discussion Participation: 10%

Much learning can be gained as you share your experiences, questions and analyses with each other. Participation in the discussions is mandatory, and requires thoughtful/ thought provoking engagement, rather than superficial commentary. These are graded to a **reasonably strict standard** so don't just write something without proper thought and reading as well as reviewing. Five weekly discussion forums are offered on specific topics. **You are expected to post your response to the issues or scenarios posed and respond to a minimum 2 posts made by your classmates by Thursday. You must post first before you can see the posts of others.** In other words, you will not see the posts of others until you have posted your original thoughts on the topic. Your original thought must be fully constructed. Submitting a few words, sentences, incoherent content, noncontributory statements (e.g., I agree, good point, I like what you said, etc..) that then allows you to see the responses of others to which you then craft your argument, will result in ZERO points for that Discussion Submission. The objective is to enhance the conversation and bring further insight to the subject at hand. Try to synthesize the collected wisdom from the class in a way that makes sense to you. Contribute those ideas and others will add their thoughts. The discussions are contained within each Module.

**While the Module runs Monday 5:00AM – Sunday 11:59PM,
*discussion posts are due on Thursday by 11:59pm.***

Quizzes: 20%

Five (5) weekly quizzes will focus on all or some the materials for the respective week, including readings, lectures and videos (ads & cases) within that module. These quizzes are designed to make sure students are keeping up in the course and understanding the material. The format will typically be multiple choice, but it may include true/false or short answer essay. 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 following the expiration of the deadline.**

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 in the latter part of the week, study ahead and take it early in the respective week. You will need to contact Dr. Professor Boles to get the quiz opened early for you. This is not a common practice and cannot be used except in emergency situations.**

Quantitative Analysis 15%

The quantitative assignment will be in two parts. The first part involves your team completing Marketing Arithmetic which is in the Harvard Packet of Materials you need to purchase. That assignment is team based and each team turns in one set of answers. The second part occurs later

in the course and is an Individual Assignment where each student will utilize the information in the Marketing Arithmetic Assignment. You will be given a short case from which you must answer the question(s) provided regarding the potential finances of the firm given the scenario you are provided.. The focus is to increase your analytical abilities, increase your ability to use the fundamentals of what is typically classified as marketing math, and learn how to glean important information from a relatively rich environment and use it to make good decisions. Details of this assignment will be distributed on Canvas.

Final Exam: 25%

The objective of the exam is to ensure that you understand the core concepts. Exams include 50-80% of material from the textbook and lectures. Therefore, if you do not read the book and complete the weekly assignments, it will be difficult to pass the exam and subsequently, the course. Be aware that questions 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: Final exam is available in the Canvas course site, during the assigned test times. You can take the exam only ONE time. Once you open the exam, you must complete it in its entirety. If you close your computer without finishing the exam your time on the clock will continue to run and Canvas will submit your exam once the allotted time has been exhausted, even if you are not finished. In other words, you cannot start and stop or open/close. Once opened, it must be completed at that time. The exam will not be reopened after the set time for any reason. If computer glitches, a screen shot of your computer must be emailed to me immediately, and an assessment of the situation will be made at that time. 5

Important: Do not log in and out of the exam or quiz after you have started the exam or quiz. If you do, the timer will keep running and the time will be counted towards your exam or quiz attempt, even if you were logged out of the assignment/out of Canvas. Canvas will force you to submit the test when the deadline 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 Plan Project 30%

Team Assignment: Teams are formed at the beginning of the course. You will be assigned to a team.

You are responsible for coordinating with your classmates to build a good working team. Each team will have full online work capabilities including virtual classroom and discussion through Canvas.

Team Project: Each team will read the Assigned Case *“Marketing Planning at Just Us!”* and utilize that information to build a Marketing Plan for Just Us! Cafes that is both effective as well as feasible/realistic given the Case Facts. Further details of the Marketing Plan assignment will be distributed. **At the end of Chapter 2 there is an example of a short marketing plan title, “Pegasus Sports International”. Even though it is relatively brief in scope, the example will provide some insights into what is needed in your marketing plan for this course.**

Submission of Team Assignment: The team’s completed analysis must be uploaded in Canvas in Microsoft Word ONLY on the due date indicated. **Do not upload PDF, or Google Drive/share links, or any other formats.** The only accepted format is a Word document. Only ONE PERSON from each team will upload the final document. In other words, a single team document is to be uploaded by a single member of the team.

There is no **maximum or minimum length** of text (double spaced, 12-point font) not including tables and appendices. However, clearly recognize that length does not necessarily equal quality. The work must be accurately cited with corresponding reference in APA style. However, make sure that any addition to the project is worthy of inclusion so that it does not negatively affect your grade.

IMPORTANT NOTE: Wikipedia is NOT a credible source and should not be included or cited under any circumstance.

IMPORTANT NOTE:

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

1. Start early!
2. Carefully read and analyze the Case using the Case Questions individually to develop some structure before engaging in collaborative work on the Marketing Plan. Thus, everyone on the team must get started early to make sure they can contribute meaningfully to the team’s output. Use the information in the Case to develop your Marketing Plan. Do Not use online information from after the date of the case as that information is not valid for completing your Plan. Our Plan is based on the situation facing the firm at the time of the Case.

3. Follow the specific instructions given in the assignment document to ensure your analysis contains the required content.

4. I will be using a plagiarism checking program to make sure that your team's work is their own.

As you can tell, developing a Marketing Plan cannot be successfully completed in the last week of class. Be cognizant of the calendar; recognize that a Marketing Plan requires plenty of time and research.

Since we meet for only 6 weeks, 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 will be available for each team via Canvas once your teams are formed. However, don't overlook email and the phone as communication tools.**

* 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.

Contribution of 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 (team members).

❖ **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 and information 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. ***Remember, claiming work that you did not do is a form of plagiarism and will have serious negative ramifications for your grade.***

The peer evaluation form is available via Canvas and must be completed and uploaded into Canvas by 11:59pm on Sunday June 31st.

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, Google drive or shared links. 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 an individual or team assignment. If you experience technical difficulties, contact 6-TECH Service Center at techsc@uncg.edu or call **336.256.TECH (8324)**. Be sure to 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 may be accepted with a grade penalty. Proof of technical challenge must be documented (e.g., screen shot, picture, etc.) .

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.

Don’t wait until the last minute to turn in an assignment or take a quiz. By starting well before the assignment is due, if there is a technical problem you may be able to get it resolved quickly enough to meet the deadline.

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.

OTHER REQUIREMENTS

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.

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.

Special Accommodations Students registered with OARS (Office of Accessibility, Resources and Service) can receive accommodations. Please provide me with the accommodations documentation from OARS by Wednesday of the first week of class. (See: <https://ods.uncg.edu/student-services/register/>).

No other accommodations will be made. If you must travel or have other plans, the onus is on you to complete the required work before the deadline/due date. Weekly sessions/modules, assignments, quizzes, or exam, will not open earlier than designated and will not reopen once closed. No accommodations will be made for travel, work, or other such situations. Please plan your schedule accordingly.

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. No changes will be made to this schedule. However, in the event a change is necessary, written notice will be sent to the class via email.

WEEKLY SCHEDULE

Module 1	May 10-16	
Virtual Class Meeting	May 11: 5:30-6:30 Introduction and questions answered	Location: Zoom
Readings	Ch.1 in Textbook: <i>Defining Marketing for the New Realities &</i> Ch. 2 in Textbook: <i>Developing Marketing Strategies and Plans</i>	
Explore in your readings	<ol style="list-style-type: none"> 1. Why is marketing critically important to organizations? 2. Does marketing create or satisfy needs? 3. What is marketed? 4. How does marketing affect customer value? 	
Activities	<i>Discussion 1 Post by Thursday at 11:59 p.m., Create an introductory video of yourself and post to the discussion Board.</i>	Quiz 1 25 questions 30 minutes

Items Due	Thursday: 5/14 Complete your profile including picture in CANVAS	
Items Due	Schedule and conduct a Team Meeting of your assigned Team by 5/16	
Module 2	May 17-23	
Focus	Connecting with Customers	
Virtual Class Meeting	When; Tuesday May 18 th ; 5:30-6:30	Location: Zoom
Readings	Ch.3: <i>Collection Information and Forecasting Demand</i> ; Ch4.: <i>Conducting Marketing Research</i> Ch. 5: <i>Creating Long-Term Loyalty Relationships</i>	
Explore in Your Readings	<ol style="list-style-type: none"> 1. What are the components of a modern marketing information system? 2. What constitutes good marketing research? 3. Does a marketing research design have to be complex and expensive to undertake? 4. What are some influential macro-environment developments? 	
Activities	Lectures 1, 2a & 2b Discussion 2 Post by Thursday 11:59 p.m. Read Marketing Excellence>> Nike pages 30-31 of your textbook and answer the following question: <i>“What are the pros, cons, and risks associated with Nike’s core Marketing Strategy?”</i>	Quiz 2 25 Questions 30 Minutes
Items Due	Friday 5/21: Team Reports: <ol style="list-style-type: none"> 1. Team Leader selected Team Leader submits Team Answers to <i>Marketing Arithmetic Exercise</i>	
Module 3	May 24-30	
Focus	Connecting with Customers	
Virtual Class Meeting	Tuesday May 25 th : 5:30-6:30	Location Zoom
Readings	Ch. 6: <i>Analyzing Consumer Markets</i> Ch. 7: <i>Analyzing Business Markets</i> Ch. 9: <i>Identifying Market Segments and Targets</i>	
Explore in your Readings	<ol style="list-style-type: none"> 1. How do consumer characteristics influence buying behavior? 	

	<ol style="list-style-type: none"> 2. What are the requirements for effective segmentation for Business-to-Consumer (B2C) and Business-to-Business (B2B) markets? 3. How should a company choose the most attractive target markets? 	
Activities	<p>Lectures Ch. 6, 7, & 9 Video Case: Zipcar</p> <p>Discussion 3: Post by Thursday May 27th by 11:59 p.m. Read: Page 272-273: Excellence >> BMW <i>How does BMW segment its customers? Does this work ideally for BMW? And, should BMW ever change its tagline “The Ultimate Driving Machine? Why or Why not?</i></p>	<p>Quiz 3 25 Questions 30 Minutes</p>
Items Due	<p>Friday 5/28: Team Report Has the Team decided on an approach to developing the Marketing Plan for “Just Us! Cafes”?</p>	
Module Session 4	May 31-June 6	
Focus	Shaping the Market and Building Brand Equity	
Virtual Class Meeting	Tuesday 6/1: 5:30-6:30	Location Zoom
Readings	<p>Ch. 11: <i>Creating Brand Equity</i> Ch. 13: <i>Setting Product Strategy</i> Ch. 16: <i>Developing Pricing Strategies and Programs</i></p>	
Explore Your Readings	<ol style="list-style-type: none"> 1. What is brand equity? How is brand equity built, measured, and managed? 2. How can firms combine products to create strong co-brands or ingredient brands? 3. How do consumers process and evaluate prices? 	
Activities	<p>Lectures Ch. 11, 13, and 16. Video Case: Pricing: How Retailers Get You to Buy</p> <p>Discussion 4: Post by Thursday June 3rd 11:59 p.m. <i>Brand Valuations: Compare the top 5 Global Brands listed for BrandZ and Interbrand. In your opinion, which ranking do you most</i></p>	<p>Quiz 4 25 Questions 30 Minutes</p>

	<i>agree with? Explain Why. Search for these lists on the internet</i>	
Items Due	Sunday June 6 Quantitative Analysis on Titan Boat Case Due by 11:59 p.m. Individual Submission of this Analysis	
Module 5	June 7-13	
Focus	Delivering Value	
Virtual Class Meeting	Tuesday June 8: 5:30-6:30	Location: Zoom
Readings	Ch. 17 <i>Designing and Managing Integrated Marketing Channels</i> Ch. 18: <i>Managing Retailing, Wholesaling and Logistics</i>	
Explore Your Readings	<ol style="list-style-type: none"> 1. What is a marketing channel system and value network? 2. What decisions do 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? 	
Activities	Lectures Ch. 17 and 18 Video Case: Zappos Video: Retail 2020 Discussion 5 Post by Thursday June 10 11:59 p.m. Take a Position – Pro or Con: <i>Read Marketing Myopia:</i> Is Marketing Myopia still an issue for firms in the 21 st Century? Why or Why Not? Cite examples to support your viewpoint.	Quiz 5 25 questions 30 minutes
Items Due		
Module 6	June 14-21	
Focus	Communicating Value	
Virtual Class Meeting	No virtual class meeting this week	
Readings	Ch. 19 <i>Designing and Managing Integrated Marketing Communications</i> Ch. 21 <i>Managing Digital Communications Online, Social Media, and Mobile</i> Ch. 22: <i>Managing Personal Communications</i>	

Explore in Your Readings	<ol style="list-style-type: none"> 1. What is the communications mix and how should it be set? 2. What is an integrated marketing communications (IMC) program? 3. What steps are required in developing an advertising program? 4. When is personal selling most effective? When is it not cost effective? 	
Activities Final Exam covers all chapters we have read	Lectures Ch. 19, 21, 22 View Sales Video from YouTube	Final Exam opens with the beginning of the Module and closes on 11:59 Sunday June 21st.
Items Due	Marketing Plan (one submission from the Team Leader) due Sunday June 21st by 11:59 p.m.	