



# MBA 706 Marketing Management

Spring 2026 (Jan 12 – May 4)  
Online Graduate Course



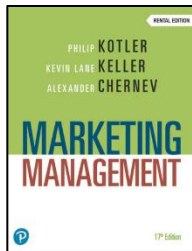
**Professor:** Peyton Merriam

**Office location:** Virtual (meetings upon request)

**E-mail:** [pcmerria@uncg.edu](mailto:pcmerria@uncg.edu) (most efficient means of contact)

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

## Required Text



**Marketing Management, 17th Edition by Kotler, Keller, and Chernev**

**ISBN- 9780138076276**

**Publisher: Pearson**

*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. 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.

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## COMMUNICATION

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All communications will be sent through the Canvas LMS. Communications being sent to all registered students will address: “Class.” In your communications to me, you may address me as Peyton, Professor Peyton; Professor P; or Mr. Merriam – any of these will be fine.

**Email communications:** I will respond to emails in a timely manner – usually within 24-36 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.

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## COURSE DESIGN

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**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.**

**To accomplish the 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 product pricing, promotion, and distribution issues.

**Lectures:** Lectures will focus on principles, theories, and applications. Included in the lecture are video cases and clips that allow you to gain a more in-depth understanding of course concepts and their applicability to the marketplace. Video cases are “case-in-point” 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. Not all chapters in the text will be covered.

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

1. Discussion & Participation	15%
2. Weekly Quizzes	20%
3. Quantitative Analysis	10%
4. Team Product Launch Analysis*	35%
<i>Product Rationale 5%</i>	
<i>Report 15%</i>	
<i>Peer Evaluation 15%</i>	
5. Final Exam	20%
<b>Total</b>	<b>100%</b>

<b>Grading Scale</b>	
A	94-100
A-	90-93
B+	86-89
B	82-85
B-	78-82
C	70-77
F	<70

**All assignments with the exception of the Product Launch Analysis, are to be completed individually. Grade calculation is based on this weighted rubric.**

**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 and AI. 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.

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## COURSE STRUCTURE

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### **Modules:**

Each module will open at 5 a.m. on Monday morning and close at 11:59 p.m. 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: Microsoft Teams**

Each week we will meet via Microsoft Teams in Canvas. Meetings are scheduled for ~1-hour on Tuesday nights and will consist of short lecture discussion and answering your specific questions. Attendance, though not mandatory is strongly encouraged. **Meetings are recorded for later view.** All recordings are via Microsoft Teams. If I am traveling and unable to provide a live lecture and discussion, I will notify the class in advance. Occasionally, guest speakers may join our virtual class meetings to help facilitate additional learning and discussion on relevant marketing concepts. I will notify the class via Canvas announcement to inform you of who is joining us and what to expect during our session.

### **Discussion & Participation: 15%**

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.

Weekly discussion forums are offered on specific topics. **You are expected to post your response to the issues or scenarios posed by 11:59 p.m. on Thursday and respond to at least 1 post made by your classmates by Friday at 11:59p.m. 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 few words, sentences, incoherent content, noncontributory statements (e.g., I agree, good point, I like what you said, or blank space or any odd**

character etc..) that then allows you to see the responses of others to which you then craft your argument, will result in ZERO. The objective is to enhance the conversation and bring further insight to the subject at hand. In responding to a post, 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 and responses by Friday 11:59pm.**

## **Quizzes: 20%**

Weekly quizzes will focus on all or some the materials for the respective week, including readings, lectures, and videos (ads & cases) within that module. The format may include true/false, multiple choice or short answer essay. Quizzes can be found within each session module and must be completed before 11:59pm on Sunday unless otherwise noted. Once you open the quiz, your clock begins, and you must complete it in its entirety at that time. Once your allotted time has expired, the quiz will automatically submit. 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.**

## **Quantitative Analysis 10%**

One quantitative assignment will be given. The focus is to increase your analytical abilities and increase your knowledge of the fundamentals of what is typically classified as marketing math. Details of this assignment will be distributed on Canvas.

## **Final Exam: 20%**

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 has expired 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.

**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. 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 Product Launch Analysis Project 35%**

**Team Assignment:** Teams are formed at the beginning of the course. You will self-enroll in a team.

**How to:** In Canvas, click on “People” then “Groups” and then “Marketing Project Team” Add yourself to one of the teams. **Maximum of 7 persons per team, and no less than 6 persons to a team.** **Teams MUST be formed by Sunday January 25<sup>th</sup> by 11:59pm.**

**For further details on how to join a group/team:** <https://community.canvaslms.com/t5/Student-Guide/How-do-I-join-a-group-as-a-student/ta-p/468>

**You are responsible for coordinating with your classmates to form teams.** Each team will have full online work capabilities including virtual classroom and discussion through Canvas, including Google docs, conferencing, file sharing, etc.

**Team Project:** Each team will research and analyze a product launched no less than 12 months and no more than 36 months ago. Further details of the product launch assignment will be distributed.

**Submission of Team Assignment:** The team’s completed analysis must be uploaded to Canvas in Microsoft PowerPoint or PDF format ONLY on the due date indicated. **Do not upload Google Drive/share links or any other formats.** The only accepted format is a PPT or PDF 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.

The **maximum length is 25 slides and 35 minutes of presentation.** To be fair to all teams, I will stop each presentation after **35 minutes of presentation** and a point deduction will be given for going over time. Also, point deduction will be given if your team presents for under 25 minutes. All work must be accurately cited with corresponding reference in APA style in reference slide(s) at the end of the presentation. Cover slide and works cited slides do not count toward total slide count.

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

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

1. Start early!
2. Attempt to develop some structure before engaging in research to collect 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.

3. Follow the specific instructions given in the assignment document to ensure your analysis contains the required content.
4. Practice presenting and pacing. Providing the level of detail this assignment requires in the time constraints provided should be a challenge. Work on succinctness, providing clear examples/data/visuals/etc., and transitions between sections of your presentation.

As you can tell, this type of analysis cannot be meaningfully completed in the last week of class. Be cognizant of the calendar; recognize that a product launch analysis requires plenty of time and research.

Communicating/meeting with your team members will require extensive use of technology. This is strongly recommended. **Collaboration through Google Docs, Discussion board, email access, virtual classroom and file sharing will be available for each team via Canvas once your teams are formed.**

\* 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 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 April 19<sup>th</sup>.**

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## **SUBMITTING YOUR WORK: CANVAS**

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**All written assignments should be turned in by the respective due dates by uploading it into Canvas.**

**Do not load 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](mailto: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.

**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.**

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## **OTHER REQUIREMENTS**

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### **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/>

### **Policy on the use of Artificial Intelligence:**

Students are invited to use generative artificial intelligence (GAI) platforms to help prepare for assignments and projects (e.g., to help with brainstorming or to see what a completed essay might look like). I also welcome you to use GAI tools to help revise and edit your work (e.g., to help identify flaws in reasoning, spot confusing or underdeveloped paragraphs, or to simply fix citations). **GAI should be used as a tool to help generate ideas and refine your work, NOT as final solution for any assignment.** When submitting work, students must clearly identify any writing, text, or media generated by GAI. This can be done in a variety of ways. In this course, parts of assignments generated by GAI should appear in a different colored font, and the relationship between those sections and student contributions should be discussed in cover letters that accompany the assignment submission. **Failure to disclose the use of GAI will be considered a violation of the Academic Integrity policy.** If you are unsure about whether particular uses of GAI tools may be plagiarism, cheating, or another form of academic dishonesty, please reach out to me to discuss it as soon as possible.

## 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).



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.


## Accommodations



Students registered with OARS (Office of Accessibility, Resources and Service) can receive accommodations. Please provide me with the accommodation documentation from OARS by **Thursday 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 Canvas email.

<b>Module: Session 1</b>				<b>Jan 12 - Jan 18</b>				
<b>Focus</b>	 <b>Fundamentals of Marketing Management</b>							
<b>Virtual Class Meeting</b>	<b>When:</b> Tuesday 1/13			<b>Time:</b> 6:30-7:45pm		<b>Location:</b> Teams		
<b>Readings</b>	Ch 1: Defining Marketing for the New Realities							
<b>Explore in Your Readings</b>	<ol style="list-style-type: none"> <li>1. Why is marketing important?</li> <li>2. Does marketing create or satisfy needs?</li> <li>3. What is marketed?</li> </ol>							
<b>Activities</b>	Lecture 1  Video Case: Jeff Bezos on Amazon Business Strategy					<b>Discussion 1 – New Belgium Brewing:</b> Post due Thursday 11:59pm. Response (2) due Friday by 11:59pm		<b>Quiz 1:</b> 25 Questions 45 Minutes

<b>Module: Session 2</b>				<b>Jan 19- Jan 25</b>				<i>(MLK Day Jan 19)</i>			
<b>Focus</b>	 <b>Fundamentals of Marketing Management</b>										
<b>Virtual Class Meeting</b>	<b>When:</b> Tuesday 1/20			<b>Time:</b> 6:30-7:45pm				<b>Location:</b> Teams			
<b>Readings</b>	Ch 2: Marketing Planning and Management			<i>Article:</i> Asobee, M. S. (2021). Exploring the Importance of Strategic Thinking to Strategic Planning in the Strategic Management Process. <i>Journal of Business and Management Sciences</i> , 9(2), 68-70.							
<b>Explore in Your Readings</b>	<ol style="list-style-type: none"> <li>1. How does marketing affect customer value?</li> <li>2. Why is strategic thinking and planning important?</li> <li>3. How is strategic planning carried out at different levels of the organization?</li> </ol>										
<b>Activities</b>	Lecture 2			<b>Discussion 2 – HerSHEys:</b> Post due Thursday 11:59pm. Response (2) due Friday by 11:59pm				<b>Quiz 2</b> 25 Questions 45 Minutes			
<b>Items Due</b>	<b>When:</b> Sunday 1/25			<b>What:</b> Teams must be formed by 11:59pm.				<b>Max 6 / Min 5 per team</b>			

<b>Module: Session 3</b>				<b>Jan 26 – Feb 1</b>				
<b>Focus</b>	 <b>Understanding the Market - Connecting with Customers</b>							
<b>Virtual Class Meeting</b>	<b>When:</b> Tuesday 1/27			<b>Time:</b> 6:30-7:45pm		<b>Location:</b> Teams		
<b>Readings</b>	Ch 5: Conducting Market Research							
<b>Explore in Your Readings</b>	<ol style="list-style-type: none"> <li>1. What are the components of a modern marketing information system?</li> <li>2. What constitutes good marketing research?</li> <li>3. What are some influential macro-environment developments?</li> </ol>							
<b>Activities</b>	Lecture 3  Video Case: Dominos					<b>Discussion 3 - Dominos:</b> Post due Thursday 11:59pm. Response (2) due Friday by 11:59pm		<b>Quiz 3</b> 25 Questions 45 Minutes

<b>Module: Session 4</b>				<b>Feb 2 – Feb 8</b>			
<b>Focus</b>	📌 <b>Understanding the Market - Connecting with Customers</b>						
<b>Virtual Class Meeting</b>	<b>When:</b> NO CLASS		<b>Time:</b> NO VIRTUAL CLASS		<b>Location:</b> N/A		
<b>Readings</b>	Ch 3: Analyzing Consumer Markets						
<b>Explore in Your Readings</b>	<ol style="list-style-type: none"> <li>How do consumer characteristics influence buying behavior?</li> <li>What are the requirements for effective segmentation for B2C?</li> </ol>						
<b>Activities</b>	Lecture 4 Video Case: crumbl 		<b>No Discussion</b>		<b>Quiz 4</b>  25 Questions 45 Minutes		
<b>Items Due</b>	<b>When:</b> Sunday 2/8 @ 11:59pm		<b>What:</b> Team selection for product launch analysis & rationale for selection. Identify the company, the specific product, and explain why you have chosen this product.		1-page, uploaded in Canvas by 1 team member. <b>Word file only. No links or pdf.</b>		


<b>Module: Session 5</b>				<b>Feb 9 - Feb 15</b>			
<b>Focus</b>	📌 <b>Understanding the Market - Connecting with Customers</b>						
<b>Virtual Class Meeting</b>	<b>When:</b> Tuesday 2/10		<b>Time:</b> 6:30-7:45pm		<b>Location:</b> Teams		
<b>Readings</b>	Ch: 4 Analyzing Business Markets		Kemp, E.A., Borders, A.L., Anaza, N.A. & Johnston, W.J. (2018), "The heart in organizational buying: marketers' understanding of emotions and decision-making of buyers", <i>Journal of Business &amp; Industrial Marketing</i> , 33(1), 19-28.				
<b>Explore in Your Readings</b>	<ol style="list-style-type: none"> <li>How does business/organizational buying decisions occur?</li> <li>How should a company choose the most attractive target markets?</li> <li>How does B2B marketing differs from and B2C?</li> </ol>						
<b>Activities</b>	Lecture 5		<b>No Discussion</b>		<b>Quiz 5</b>  25 Questions 45 Minutes		


<b>Module: Session 6</b>				<b>Feb 16 - Feb 22</b>			
<b>Focus</b>	📌 <b>Developing a Viable Market Strategy - Building Strong Brands</b>						
<b>Virtual Class Meeting</b>	<b>When:</b> Tuesday 2/17		<b>Time:</b> 6:30-7:45pm		<b>Location:</b> Teams		
<b>Readings</b>	Ch: 6 Identifying Market Segments and Target Customers						
<b>Explore in Your Readings</b>	<ol style="list-style-type: none"> <li>How should a company choose the most attractive consumer target markets?</li> <li>How should business markets be segmented?</li> </ol>						
<b>Activities</b>	Lecture 6  Case study: Google Stadia		<b>Discussion 4 – Google Stadia:</b> Post due Thursday 11:59pm. Response (2) due Friday by 11:59pm		<b>Quiz 6</b>  25 Questions 45 Minutes		


<b>Module: Session 7</b>				<b>Feb 23 - Mar 1</b>			
<b>Focus</b>	🚩 <b>Developing a Viable Market Strategy - Building Strong Brands</b>						
<b>Virtual Class Meeting</b>	<b>When:</b> Tuesday 2/24		<b>Time:</b> 6:30-7:45pm			<b>Location:</b> Teams	
<b>Readings</b>	Ch: 7 Crafting a Customer Value Proposition and Positioning						
<b>Explore in Your Readings</b>	<ol style="list-style-type: none"> <li>1. What is positioning and how is it communicated?</li> <li>2. How do firms identify and define their POP and POD?</li> <li>3. What is the difference between brand positioning and brand strategy?</li> </ol>				<i>Article:</i> Liddell (2021). What's the Difference Between Brand Positioning and Brand Strategy? Does it Matter? <i>Brandingmag.com</i> Nov 3		
<b>Activities</b>	Lecture 7		<b>No Discussion</b>			<b>Quiz 7</b>	
						25 Questions 45 Minutes	


<b>Module: Session 8</b>				<b>Mar 2 – Mar 7</b>			
<b>Focus</b>	🚩 <b>Designing Value</b>						
<b>Virtual Class Meeting</b>	<b>When:</b> Tuesday 3/3		<b>Time:</b> 6:30-7:45pm			<b>Location:</b> Teams	
<b>Readings</b>	Ch 10: Building Strong Brands						
<b>Explore in Your Readings</b>	<ol style="list-style-type: none"> <li>1) What is brand equity? How is brand equity built, measured, and managed?</li> <li>2) How can companies combine products to create strong co-brands or ingredient brands?</li> </ol>						
<b>Activities</b>	Lecture 8 Video: The importance of brand equity Mini case: Jaguar rebrand		 <b>Discussion 5 - Jaguar:</b> Post due Thursday 11:59pm. Response (2) due Friday by 11:59pm.			<b>Quiz 8</b>  25 Questions 45 Minutes	
	<b>March 8 to March 15</b>		<b>Spring Break</b>				


<b>Module: Session 9</b>				<b>Mar 16 – Mar 22</b>			
<b>Focus</b>	🚩 <b>Designing Value</b>						
<b>Virtual Class Meeting</b>	<b>When:</b> Tuesday 3/17		<b>Time:</b> 6:30-7:45pm			<b>Location:</b> Teams	
<b>Readings</b>	Ch 8: Designing and Managing Products			Ch 9: Designing and Managing Services			
<b>Explore in Your Readings</b>	<ol style="list-style-type: none"> <li>1) How are products categorized and differentiated?</li> <li>2) What are the key decisions in managing product packaging?</li> <li>3) How does marketing services differ from marketing goods?</li> <li>4) What challenges do service firms face today?</li> </ol>						
<b>Activities</b>	Lecture 9 Mini case: EcoTress		<b>Discussion 6:</b> Post due Thursday 11:59pm. Response (2) due Friday by 11:59pm.			<b>Quiz 9</b>  25 Questions 45 Minutes	

<b>Module: Session 10</b>				<b>Mar 23 - Mar 29</b>			
<b>Focus</b>	🚩 <b>Designing Value</b>						
<b>Virtual Class Meeting</b>	<b>When:</b> Tuesday 3/24		<b>Time:</b> 6:30-7:45pm		<b>Location:</b> Teams		
<b>Readings</b>	Ch 11: Managing Pricing and Sales Promotions						
<b>Explore in Your Readings</b>	1) How do consumers process and evaluate prices? 2) How should firms respond to competitor price changes?						
<b>Activities</b>	Lecture 10  Video Case: Pricing: How Retailers Get You to Buy 		<b>Discussion 7 -Wendy's:</b> Post due Thursday 11:59pm. Response (2) due Friday by 11:59pm		No quiz (Quant Analysis due)		
<b>Items Due</b>	<b>When:</b> Sunday 3/30		<b>What:</b> Quantitative Analysis		<b>Time:</b> 11:59pm		

<b>Module: Session 11</b>				<b>Mar 30 – Apr 5</b>				<b>(Spring Holiday Apr 3)</b>			
<b>Focus</b>	🚩 <b>Delivering Value</b>										
<b>Virtual Class Meeting</b>	<b>When:</b> Tuesday 3/31		<b>Time:</b> 6:30-7:45pm		<b>Location:</b> Teams						
<b>Readings</b>	Ch 15: Designing and Managing Distribution Channels										
<b>Explore in Your Readings</b>	1. What is a marketing channel system and a value network? 2. What decisions do companies face in managing their channels?										
<b>Activities</b>	Lecture 11  Video: Technology Changing the way we Shop 		<b>No Discussion</b>		Quiz 10  25 Questions 45 Minutes						

<b>Module: Session 12</b>				<b>Apr 6 – Apr 12</b>			
<b>Focus</b>	🚩 <b>Delivering Value</b>						
<b>Virtual Class Meeting</b>	<b>When:</b> Tuesday 4/7		<b>Time:</b> 6:30-7:45pm		<b>Location:</b> Teams		
<b>Readings</b>	Ch 16: Managing Retailing						
<b>Explore in Your Readings</b>	1. What major types of marketing intermediaries occupy this sector? 2. What are the major trends with marketing intermediaries?						
<b>Activities</b>	Lecture 12  Video Case: Zappos 		<b>Discussion 8:</b> Post due Thursday 11:59pm. Response (2) due Friday by 11:59pm		Quiz 11  25 Questions 45 Minutes		
<b>Items Due</b>	<b>When:</b> Sun Apr 12		<b>What:</b> Product Launch Analysis		<b>Time:</b> 11:59pm		
<b>Items Due</b>	<b>When:</b> Sun Apr 12		<b>What:</b> Peer Evaluation		<b>Time:</b> 11:59pm		

Module: Session 13				Apr 13 – Apr 19			
Focus		📌 Communicating Value					
Virtual Class Meeting		When: Tuesday 4/14		Time: 6:30-7:45pm		Location: Teams	
Readings		Ch 13: Designing an Integrated Marketing Campaign in the Digital Age			Article: Moorman et al.(2020) 5 Marketing Strategies— and Missed Opportunities—During COVID-19. <i>AMA.org</i>		
Explore in Your Readings		<ol style="list-style-type: none"> <li>1. What is the communications mix and how should it be set?</li> <li>2. What is an integrated marketing communications program?</li> <li>3. What steps are required in developing an advertising program?</li> </ol>					
Activities		Lecture 13  Video Case: JayZ & Bing 		No Discussion		Quiz 12  25 Questions 45 Minutes	
April 13 to 16		Team Presentations (~3 per night). Optional attendance if not presenting.					

Module: Session 14				Apr 20 – Apr 26			
Focus		📌 Communicating Value					
Virtual Class Meeting		When: Tuesday 4/21		Time: 6:30-7:45pm		Location: Teams	
Readings		Ch 12: Managing Marketing Communications			Article: Lee, I. (2018). Usefulness, funniness, and coolness votes of viewers. <i>Industrial Management &amp; Data Systems</i> . 118(4) 700-713.		
Explore in Your Readings		<ol style="list-style-type: none"> <li>1. What are the challenges of digital marketing?</li> <li>2. What are effective strategies in managing digital and mobile marketing communications?</li> </ol>					
Activities		Lecture 14  Video Case: Stanley Video: Future of Advertising		 <b>Discussion 9:</b> Post due Thursday 11:59pm. Response (2) due Friday by 11:59pm			

Module: Session 15				Apr 27 – May 3			
Focus		📌 Wrap Up					
April 30		Last day of classes					
May 1		Reading Day					
Activities: Comprehension Check		<b>Final Exam opens with the beginning of the Module and closes at 11:59pm on Sunday, May 3.</b>					