

9-2002

## MGMT 461.01: Marketing Management

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**MANAGEMENT 461 -- MARKETING MANAGEMENT**  
**Course Outline – Fall 2002**  
**Dr. Nader H. Shooshtari**

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**REQUIRED TEXT:** J. Paul Peter and James H. Donnelly, Jr., *Marketing Management: Knowledge and Skills*, 6<sup>th</sup> edition, Irwin, McGraw-Hill, 2001.

**COURSE OBJECTIVES:** This course is designed to utilize the concepts and tools that students have learned in previous marketing classes in solving real-life marketing problems. The course is intended to integrate marketing theory and practice.

**COURSE FORMAT:** This is an advanced undergraduate course intended as the capstone course for those seeking a career in marketing. Prerequisites for this class include: BADM 360, MKTG 362, 363, and 366. The primary forms of material presentation will be lecture, discussion, text, case analysis and the development and presentation of a marketing plan. Participation and attendance account for 10% of your final grade. Attendance is not enough for an above average participation grade. You must talk, make comments, and/or ask questions to achieve above a "C" for participation. Excessive absences will significantly reduce your participation grade.

**COURSE REQUIREMENTS:**

Marketing Plan: Written Report	15%
Presentation	5%
Three mid-term exams (15% each)	45%
Three individual cases (8% each)	24%
Attendance and participation	10%
Borderline adjustment	1%
<b>TOTAL</b>	<b>100%</b>

**EXAMINATIONS:** There are three mid-term examinations, each covering about one-third of the text and lecture material. Exams include multiple choice and essay-type questions. An optional comprehensive exam will be given during the final exam week for anyone who misses a mid-term exam or wishes to drop a mid-term exam with a low score. No late exams or make-ups will be given. The score for the comprehensive exam will replace the lowest score of the three mid-term exams.

**WRITTEN ASSIGNMENTS:** There are two sets of written assignments which include cases and the development of a marketing plan.

**Cases:** Students have a choice of three out of six in-class case assignments. For in-class cases, each student must turn in a five-page analysis of their responses to case questions at the beginning of class period on the date the case is due, and be prepared to participate in discussions about the case. Late or untyped assignments are not accepted under any conditions and the student(s) will receive a grade of zero for such cases. Students **must** be in attendance for in-class case assignments. Absent students will receive a grade of zero for such assignments. For the remaining three cases, students must be prepared to participate in the classroom discussions of those cases.

**Marketing Plan: Written Paper** -The second written assignment involves the development of a marketing plan. In groups of four or less, student teams will develop a comprehensive marketing plan for a company selected by the group. Please use the marketing plan framework beginning on page 839 of your text. Also, please consult with me on a regular basis regarding your progress. Each team will have the opportunity for one re-write of their marketing plan and may improve their grade up to a maximum of 5%. **Presentation** - This is your opportunity to present your hard work, creative ideas, and marketing knowledge to your peers. Please prepare a professional presentation with appropriate visual aids that runs about 15-20 minutes depending, on the number of marketing plans to be presented. Every member of your team **must** play an active role in the group presentation. Members of each group will be given the opportunity to evaluate the contribution of their fellow group members to their project. These evaluations may increase or decrease your individual score for the marketing plan.

**COURSE GRADES ARE ASSIGNED AS FOLLOWS (grades are not curved):**

90 - 100%	A
80 - 89%	B
70 - 79%	C
60 - 69%	D
Below 60%	F

**IMPORTANT NOTE:** There are no opportunities to do additional work for extra credit in this class.

**OFFICE:** Location: GBB 326, Phone: 243-2273  
Email: nader.shoostari@business.umt.edu  
Hours: 11:00 am – 12:00 noon Tuesday, Wednesday, Thursday and by appointment.

**MANAGEMENT 461 MARKETING MANAGEMENT  
CLASS SCHEDULE, FALL SEMESTER 2002**

<b>WEEK OF</b>	<b>TOPICS COVERED</b>	<b>ASSIGNMENTS/EXAMS</b>
September 3,5	Strategic Market Planning – Ch. 1	
September 10, 12	Environmental Analysis - SWOT	
September 17, 19	Market Segmentation - positioning - Ch.5 Competitive marketing strategies	
September 24, 26	Financial Analysis for Marketing Decisions	<ul style="list-style-type: none"> <li>▪ <b>EXAM I</b> (Chs. 1, 5 and lectures) Tuesday, Sept. 24</li> <li>▪ Pages 231-241 and handout</li> </ul>
October 1,3	Financial Analysis for Marketing Decisions (Continued).	<ul style="list-style-type: none"> <li>▪ Pages 231-241 and handout</li> </ul>
October 8,10	The Marketing Mix – Product Chs. 6,7	<ul style="list-style-type: none"> <li>▪ Marketing Plan Synopsis for each team due Oct. 10</li> </ul>
October 15,17		<ul style="list-style-type: none"> <li>▪ <b>Case #1:</b> Campus Calendar, pg. 253, due Oct 15.</li> <li>▪ <b>Case #2:</b> Pfizer, Inc. Animal Health Products, pg. 321, due Oct. 17.</li> </ul>
October 22,24	The Marketing Mix – Promotion Chs. 8, 9	
October 29,31		<ul style="list-style-type: none"> <li>▪ <b>Case #3:</b> Wind Technology, pg. 401, due Tuesday, Oct.29.</li> <li>▪ <b>EXAM II</b> (Chs. 6, 7, 8, 9 and lectures) –Thursday, October 31.</li> </ul>
November 5,7	The Marketing Mix – Distribution, Ch. 10	<ul style="list-style-type: none"> <li>▪ Nov. 5, Election Day Holiday, NO CLASS!</li> </ul>
November 12,14	The Marketing Mix – Price Ch. 11	<ul style="list-style-type: none"> <li>▪ <b>Case #4:</b> Sears, Roebuck Inc., page 456, due Nov. 14.</li> </ul>
November 19,21	Marketing of Services Ch. 12	<ul style="list-style-type: none"> <li>▪ <b>Case #5:</b> Schwinn Bicycles, pg. 519, due Nov. 21.</li> </ul>
November 26,28		<ul style="list-style-type: none"> <li>▪ <b>Case #6:</b> Caterpillar, Inc., page 645, due Nov. 26</li> <li>▪ Nov. 28, Thanksgiving Vacation, NO CLASS!</li> </ul>
December 3,5		<ul style="list-style-type: none"> <li>▪ All marketing plan written reports due Dec. 3</li> <li>▪ Marketing plan presentations</li> </ul>
December 10,12		<ul style="list-style-type: none"> <li>▪ Marketing plan presentations</li> <li>▪ <b>EXAM III</b> (Chs. 10, 11, 12, and Financial Analysis for Marketing Decisions), Thursday, Dec. 12.</li> </ul>
December 18	<p><b>Comprehensive Final Exam</b> Wednesday, Dec. 18, 10:10 – 12:10 Includes all material covered in class except for financial analysis for marketing decisions.</p>	

**MANAGEMENT 461 -- MARKETING MANAGEMENT**  
**Questions for Assigned Cases**

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**Case #1: Campus Calendar, due Oct. 15.**

- Q1. Define the target market and forecast demand.
- Q2. What should be their marketing mix strategy?
- Q3. What is your overall recommendation? Should they undertake the venture?

**Case #2: Pfizer, Inc. Animal Health Products, due Oct. 17.**

- Q1. Evaluate the trends affecting the ranching industry.
- Q2. Evaluate Pfizer's high quality/premium price strategy in light of the industry downturn.
- Q3. Evaluate the various dimensions of Pfizer's Marketing Strategy.

**Case #3: Wind Technology, due Oct. 29.**

- Q1. What are the pros and cons of Wind Technology competing in the HVPS market?
- Q2. Which segment should the company target and how should its product be positioned?
- Q3. What promotion strategy would you recommend?

**Case #4: Sears, Roebuck Inc., due Nov. 14.**

- Q1. Evaluate Sears' plans to focus on fashion merchandise at its retail stores.
- Q2. Evaluate Sears' plans to divert its financial services division.
- Q3. How should Sears position itself for the 1990's and beyond?

**Case #5: Schwinn Bicycles, due Nov. 21.**

- Q1. Conduct a SWOT analysis for Schwinn.
- Q2. How important is it for mountain bikes to be made in the U.S. versus Asia?
- Q3. Evaluate Schwinn's strategy of selling bikes for prices ranging from \$100 to \$2500?

**Case #6: Caterpillar, Inc., due Nov. 26.**

- Q1. Why was Caterpillar able to meet Japanese competition and succeed where other U.S. manufacturers such as the big three automakers did not?
- Q2. Identify the strengths and weaknesses of Caterpillar's competitors, including Komatsu and others.
- Q3. If the U.S. market is close to saturation, should Caterpillar maintain the majority of its manufacturing operations in the U.S?

## GUIDELINES FOR WRITTEN ASSIGNMENTS

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- 1) Avoid spelling and grammatical mistakes and correct errors before turning in assignments.
- 2) Do not confuse symptoms with problems.
- 3) Stay within the time frame described in the case. Do not use information that was available after the case was written.
- 4) Make good use of quantitative information as well as qualitative information given in the case.
- 5) Analyze rather than rehash or repeat case information. (Case analysis does not mean simply listing items that you believe relate to question in the case; it means discussion and explanation).
- 6) Do not call for further research or hiring of consultants to deal with case problems. It is your responsibility to address the case questions based on the information available in the case because you are the decision maker.