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MGMT 461.01: Marketing Management

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MANAGEMENT 461 -- MARKETING MANAGEMENT
Course Outline – Fall, 2003
Dr. Nader H. Shooshtari

REQUIRED TEXT: Ferrell, Hartline, and Lucas, Marketing Strategy, Second Edition, Harcourt College Publishers, 2002.

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 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 accounts for 10% of your final grade. Attendance is not enough for an above average participation grade and is merely a prerequisite for participation. You must talk, make comments, and/or ask questions to achieve above a "C" for participation. This means being prepared for chapter materials, discussion questions, and cases assigned in the course syllabus. Excessive absences **will significantly reduce** your participation grade.

COURSE REQUIREMENTS:

Marketing Plan:	Written Report	20%
	Presentation	5%
Three mid-term exams (11% each)		33%
Four group cases (8% each)		32%
Participation		10%
TOTAL		100%

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: Student teams have a choice of four out of six case assignments. For each case, the teams (two to four students per team) must turn in a five-page analysis (font size 12, double space, with one-inch margins on all sides) responding to case questions indicated in the syllabus. The cases must be turned in at the beginning of the class period each case is due, and students must 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. All student team members **must** be in attendance for case assignments submitted. Absent team members will have their grade reduced by twenty (20) points 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 them. Please use the marketing plan framework beginning on page 19(Appendix 1), and for greater detail refer to page 413(Appendix A), 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 written report grade for up to a maximum of 10%. **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 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 team will be given the opportunity to evaluate the contribution of their fellow team members to their project, and group case assignments. These evaluations may increase or decrease your individual score for the marketing plan. So, make sure you choose your fellow team members very carefully as this decision significantly affects your performance in this class.

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.

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Hours: 11:00 am – 12:00 noon -- Monday, Tuesday, Wednesday, and by appointment.

MANAGEMENT 461 -- MARKETING MANAGEMENT
CLASS SCHEDULE -- FALL SEMESTER, 2003

Class Period	TOPICS COVERED	ASSIGNMENTS/EXAMS
September 3	Strategic Market Planning – Ch. 1	Questions for Discussion, page 17
September 8, 10	Situation and Environmental Analysis – Ch. 2	Questions for Discussion, page 49
September 15, 17	SWOT Analysis – Ch. 3	Questions for Discussion, page 73
September 22, 24	Market Segmentation – Target Marketing / Positioning - Ch.4 Competitive Marketing Strategies	Questions for Discussion, page 91
September 29, October 1	Financial Analysis for Marketing Decisions	EXAM I (Chs. 1-4) – Monday, Sept. 29 Lecture and handout, Oct. 1
October 6, 8	Financial Analysis for Marketing Decisions (Continued).	Handout assignments Marketing Plan Synopsis for each team due Oct. 8
October 13, 15	Product Strategy – Ch. 6	Questions for Discussion, page 125 Case #1: Nissan Motor Company, page 221, due Oct. 15
October 20, 22	Pricing Strategy – Ch. 7	Questions for Discussion, page 140 Case #2: Apple Computer, Inc., page. 239, due Oct. 22
October 27, 29	Distribution Strategy – Ch. 8	Questions for Discussion, page 157 Case #3: New Belgium Brewery: Fat Tire Amber Ale, page 301, due Oct. 29
November 3, 5		Update on Marketing Plan, Nov. 3 EXAM II (Chs. 6, 7, Comp. Mktg Strategies, Financial Analysis, and lectures) – Wednesday, November 5
November 10, 12	Integrated Marketing Communications – Ch. 9	Questions for Discussion, page 177 Case #4: Papa John's Pizza: A Promotional Dilemma, page 275, due Nov. 12
November 17, 19	Implementation and Control – Ch. 10	Questions for Discussion, page 201 Case #5: HCA – The Health Care Company, page 349, due Nov. 19
November 24, 26		Case #6: FedEx Corporation, page 357, due Nov. 24 Nov. 26, Thanksgiving Vacation, NO CLASS!
December 1, 3		All marketing plan written reports due on Dec. 1 Marketing plan presentations begin on Dec. 1
December 8, 10		Marketing plan presentations (Continued) EXAM III (Chs. 8, 9, 10, lectures) – Wednesday, Dec. 10
December 17	Comprehensive Final Exam Wednesday, Dec. 17, 8:00 – 10:00	

MANAGEMENT 461 -- MARKETING MANAGEMENT
Questions for Assigned Cases

Case # 1: Nissan Motor Company, page 221, due Oct. 8

- Q1. Conduct a SWOT analysis for Nissan.
- Q2. Discuss strategy alternatives available to Nissan and suggest the one strategy alternative that in your judgment best suits Nissan.

Case # 2: Apple Computer, Inc., page 239, due Oct. 22.

- Q1. Conduct a SWOT analysis for Apple Computer.
- Q2. Evaluate Apple Computer's current strategy; what strategy recommendation do you make to move Apple computer into the twenty-first century?

Case # 3: New Belgium Brewery: Fat Tire Amber Ale, page 301, due Oct. 29.

- Q1. Conduct a SWOT analysis for New Belgium Brewery.
- Q2. Evaluate the company's positioning strategy for their flagship brand, Fat Tire, against the competition.
- Q3. Evaluate the company's efforts to be an industry leader in their environmental and social philanthropy.

Case # 4: Papa John's Pizza, page 275, due Nov. 12.

- Q1. Conduct a SWOT analysis for Papa John's Pizza.
- Q2. Why should Pizza Hut be so concerned about Papa John's and not about domino's Pizza?
- Q3. Other than having to drop its slogan and paying damages to Pizza Hut, what does Papa John's stand to lose if it ultimately loses the court battle?

Case # 5: HCA – The Health Care Company, page 349, due Nov. 19.

- Q1. Conduct a SWOT analysis for HCA.
- Q2. Evaluate the ethical compliance program that Alan Yuspeh has established at HCA.
- Q3. Discuss the strategy alternatives available to HCA; what strategy alternative do you recommend?

Case # 6: FedEx Corporation, page 357, due Nov. 24.

- Q1. Conduct a SWOT analysis for FedEx Corporation.
- Q2. Evaluate FedEx's service agreement with the U.S. Postal Service.
- Q3. Discuss FedEx's strategy alternatives; what strategy alternative do you recommend?

BASIC GUIDELINES FOR WRITTEN ASSIGNMENTS

- 1) Avoid spelling and grammatical mistakes and correct errors before turning in assignments.
- 2) Stay within the time frame described in the case. Do not use information that became available after the case was written.
- 3) Make good use of quantitative information as well as qualitative information given in the case.
- 4) 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).
- 5) 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.