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Spring 1-2003

### MKTG 461.01: Marketing Management

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*University of Montana - Missoula*

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**Marketing Management 461- Spring 2003**  
**Sections 1 and 2**

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<b>Instructor-</b> Nancy King	<b>Classroom:</b> Section 1 (11:10) L14 Section 2 (12:10) 108
<b>Phone-</b> 243-6148	<b>Class schedule:</b> M-W-F- 8:10am-9:00am and 9:10am to 10:00am
<b>Office-</b> GBB 325	Website- <a href="http://www.business.umt.edu/faculty/king">www.business.umt.edu/faculty/king</a>
<b>e-mail-</b> <a href="mailto:nancy.king@business.umt.edu">nancy.king@business.umt.edu</a>	<b>Office hours-</b> M-W-F 10:00-11:00 and by appointment

**Required Text:** J. Paul Peter and James H. Donnelly, Jr., *Marketing Management: Knowledge and Skills*, 6<sup>th</sup> edition, Irwin, McGraw Hill, 2001  
**Assigned chapters need to be read prior to class.**

**Instructors Website:** I will post lecture slides there for you to download and use to follow lectures and take notes and also to use for test preparation. I will also post any readings there that are assigned.

**Recommended readings:** *The Tipping Point*, Malcolm Gladwell, Little, Brown and Company, 2000; *The Wall St. Journal*

**Course Format:** This is an advanced undergraduate course intended as the capstone course for those seeking a career in marketing. The primary forms of material presentation will be lecture, discussion, text, case analysis and the development and presentation of a marketing plan.

Prerequisites: BADM 360, MKTG 362, 363 and 366. Please come see me if you have not already taken these.

**Course Requirements:**

Marketing Plan: Written Report	15%
Presentation	5%
Three exams- (15% each)	45%
Three individual cases	24%
Attendance and Participation	10%
Borderline adjustment	1%
Total	100%

**Exams:** These will be multiple choice questions, each covering about 1/3 of the text and lecture material. Grading guidelines are as follows: 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.

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

**Extra Credit:** Students may submit to me by 3:30pm in the afternoon one week prior to the exam, up to three multiple choice questions that I will consider using on the exam. Any material is fair game: textbook, speakers, articles, films, class discussions. If I use your question(s), you will receive extra credit in the amount equal to the multiple choice value of those points on the exam. You'll probably also get that questions right on the test! If I use only a portion of your question, you will receive partial points.

**Attendance and Participation:** I consider this extremely important to your overall grade. For every class you attend you will receive one point up to a maximum of 40 points. If you can't make it to class; you don't need to tell me why you didn't make it. It's cut and dried. **You are responsible** for signing the daily attendance sheet. If you forget, don't come to me and tell me you were in class. If you sign off for someone else who is not in class, your grade will suffer tremendously. If you end up attending half the classes, don't come to me at the end of the semester when you are on the borderline of a higher grade and ask for mercy.

There will be a seating chart so make sure you are in the seat you would like for the semester by the second class.

**Written Assignments:** There are two sets of written assignment which include cases and the development of a marketing plan. This class will have the use of a Writing Assistant from the Writing Services Center. You are required to pass all written assignments to the Writing Assistant 5 days before an assignment is due. For instance, if a writing assignment is due on a Friday, the Writing Assistant must receive your draft on Monday. This person then will turn it around to you by Wednesday so you can make final changes to hand in by Friday. They are **not** grading your papers, but helping you (and me) with grammatical issues and overall comprehension to help improve your grade. This is a new program and we are lucky to have been assigned a person.

**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 un-typed assignments will not be accepted and students will receive a grade of zero for such cases. Students must be in attendance for in-class case assignments. Absents 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 is the development of an actual 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.

**Presentation:** Each group will make a presentation to the rest of the class of their marketing plan. This should be a professional looking presentation with appropriate visual aids including Powerpoint. Plan on 15-20 minutes per presentation. Every member of your team must participate in the presentation. There will be an evaluation of your peer group members as to their contribution to the development of the marketing plan. These evaluations may increase or decrease your individual score for the marketing plan.



**MKTG-461- N. King****Course Outline: Note: Changes will be announced along the way.**

<b>Date</b>	<b>Topic</b>	<b>Required Reading/Prep</b>
Mon- Jan 27th	Intro- Strategic Market Planning	
Wed- Jan 29th	Strategic Market Planning	Ch. 1
Fri- Jan 31 <sup>st</sup>	Strategic Market Planning	Ch. 1
Mon- Feb 3rd	How to Analyze a Case	Section II- p.217-229
Wed- Feb 5th	How to Analyze a Case- cont.	
Fri- Feb 7 <sup>th</sup> .	Market Research	Ch. 2 and Coors case-for discussion-no write up
Mon- Feb 10 <sup>th</sup>	Financial Analysis for Marketing Decisions	Section III-p.231-240 and Handout
Wed- Feb 12 <sup>th</sup>	Financial Analysis cont.	<b>Turn in Case List</b>
Fri- Feb 14 <sup>th</sup>	Market Segmentation	Ch. 5
Mon-Feb 17th	<b>Holiday</b>	
Wed.-Feb 19th	Market Segmentation cont.	Ch. 5
<b>Fri-Feb. 21<sup>st</sup></b>	<b>Exam #1</b>	
Mon-Feb. 24 <sup>th</sup>	How to Write a Marketing Plan	Section VII-p.840-850
Wed- Feb. 26 <sup>th</sup>	Writing Workshop in Class	
Fri- Feb 28 <sup>th</sup>	Product Strategy	Ch. 6
Mon-Mar 3 <sup>rd</sup>	New Product Planning and Development	Ch. 7
Wed- Mar 5 <sup>th</sup>	Case #1 Campus Calendar	
Fri- Mar 7 <sup>th</sup>	Case #2 Pifzer Inc.	
Mon-Mar 10th	The Marketing Mix- IMC	Ch. 8 <b>Marketing Plan Synopsis Due for each team</b>
Wed.-Mar 12th	Marketing Mix cont.	
Fri- Mar 14 <sup>th</sup>	Case #3 Harley Davidson	
Mon- Mar 17 <sup>th</sup>	Personal Selling	Ch. 9
Wed. Mar 19 <sup>th</sup>	<b>Exam #2</b>	
Fri – Mar 21 <sup>st</sup>	Case #4 Black Diamond Equipment	
<b>Mon- Mar.24<sup>th</sup></b>	<b>Spring Break</b>	
<b>Wed.- Mar. 26<sup>th</sup></b>	<b>Spring Break</b>	
<b>Fri- Mar 28<sup>th</sup></b>	<b>Spring Break</b>	
Mon- Mar 31 <sup>st</sup>	Distribution	Ch 10
Wed- Apr 2 <sup>nd</sup>	Case # 5 Blockbuster	
Fri- Apr 4th	The Marketing Mix	Ch. 11



<b>Date</b>	<b>Reading Assignment</b>	<b>Chapter</b>
Mon- Apr 7th	The Marketing Mix cont.	
Wed- Apr 9th	Marketing of Services	Ch. 12
Fri- Apr 11th	Marketing of Services cont	
Mon- Apr 14th	Case #6 Carnival Cruise Lines	
Wed Apr 16 <sup>th</sup>	Global Marketing	Ch. 13
<b>Fri- Apr 18th</b>	Case #7 Outback Goes International	
<b>Mon- Apr 21<sup>st</sup></b>	<b>Exam 3</b>	
Wed.- Apr 23 <sup>rd</sup>	Brainstorming/Creativity in Teams	Handout
Fri- Apr 25 <sup>th</sup>	Brainstorming	Handout
<b>Mon- Apr 28th</b>	Brainstorming	Handout
Wed- Apr 30th	Marketing Plan Presentations	
Fri- May 2 <sup>nd</sup>	Marketing Plan Presentations	
Mon-May 5 <sup>th</sup>	Marketing Plan Presentations	
Wed- May 7th	Marketing Plan Presentations	
Friday-May 9th	Wrap Up and Review	

**Monday May 12<sup>th</sup>**

**FINAL EXAM-SECTION 1 (11:10AM  
section) 10:10am-12:10am**

**Tuesday May 13<sup>th</sup>**

**FINAL EXAM-SECTION 2 (12:10AM  
section)- 10:10am- 12:10am**