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MKTG 461.03: Marketing Management

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**MARKETING 461– MARKETING MANAGMENT
SPRING 2003**

PROFESSOR: Dr. Carol L. Bruneau

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CLASS SCHEDULE: TTh 8:10 am – 9:30 am

OFFICE HOURS: Tuesdays 2:00 pm – 4:00 pm
Wednesdays 10:00 am – 11:30 am
Or by appointment. Walk-ins are welcomed.

REQUIRED MATERIALS:

Peter, J. Paul and James H. Donnelly, Jr. (2000), *Marketing Management*, 6th edition.
Irwin McGraw-Hill, San Francisco, CA.

COURSE OBJECTIVES: This course is designed to implement the concepts and tools that students learned in previous marketing classes to solve real life marketing problems. The goal of the course is to integrate theory and practice.

COURSE EXPECTATIONS: This is an advanced undergraduate course intended as the capstone course for those wishing a career in marketing. It is a required course for those choosing an option in marketing. Prerequisites for this class include: BADM 360, MKTG 362, 363 and 366. Class sessions will be devoted to the discussion of selected concepts and cases that illustrate those concepts.

It is expected that students will approach this course in ways that maximize their learning rather than minimize their effort. Those students who do not approach the class in this way will suffer both in the ability to learn the material and in the grade they will receive in class. The learning experience of this class depends on student participation by active listening, by contributing to class discussions, and by contributing consistent effort to the process and outcome of the case discussions and write-ups. Consistent preparation rather than pre-exam cramming is a necessity. I expect you to have read the assigned chapters and cases BEFORE class on the day they are scheduled for discussion. Preparation time may vary, but be prepared to average 2 to 3 hours per class session.

The quality of this course is heavily dependent on thorough preparation, consistent attendance, and spirited participation. Those who are reluctant to speak in front of others should use this opportunity to overcome their fears before entering the business world. The class participation grade will be based on participation during class discussion and in-class exercises. **QUALITY** of participation rather than mere **QUANTITY** will be

judged. Student should expect to be called upon at random throughout the term, either to initiate class discussion or to respond to a question by the professor or another student.

NO LATE WORK WILL BE ACCEPTED. Late work is defined as any work not turning in when the professor collect it on the day the assignment is due. **NO EXTRA CREDIT WORK WILL BE ACCEPTED.**

You are encouraged to visit me during my office hours if you have any problems, questions or if you just want to talk. If you cannot meet me during posted office hours, you are encouraged to make an appointment to meet at some other time.

MID-TERM EXAMINATIONS: Three mid-term examinations will be given during this course. These examinations will not be comprehensive, but concepts learned early in the course are incorporated into the content of the entire semester. Examinations may contain a combination of multiple choice, problems and essay questions. **No late or make-up examinations will be given. You MUST take the exam during class on the day it is scheduled.**

OPTIONAL COMPREHENSIVE FINAL: An optional comprehensive final exam will be given during the final exam week for anyone who missed a mid-term exam or wishes to drop a mid-term exam with a low score. Your lowest score of the three mid-term exams and the comprehensive final will be dropped, so there is no penalty in taking the final exam. **Again, no late exams or make-up exams will be given.**

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

CASES: Students have a choice of three out of the eight individual in-class case assignments (see the syllabus schedule for the assigned cases). For individual in-class cases, each student must turn in a maximum five-paged, typed analysis of the case and their responses to the cases questions at the end of class on the day the case is scheduled for discussion. **NO EXCEPTIONS.** You will also be expected to actively participate in the class discussions. Late or untyped assignments will not be accepted under any conditions. Students **MUST** be in attendance to receive credit for a case. Roll will be taken on all case discussion days and attendance will be part of your participation grade. Also, it is not in your best interest to wait until the final three cases. My expectations will continually get higher during the semester as you learn the case format. We will discuss the format of these case write-ups in class. Sections II and III of your textbook will also provide some insight.

Students are expected to participate in the discussion of **ALL cases**, even those they do not write-up. To ensure that students are prepared for the cases, quizzes may be administered. The grades of these quizzes will count toward class participation.

MARKETING PLAN: Written paper. The other written assignment involves the development of a marketing plan. In groups of five or fewer, student teams will develop

a comprehensive marketing plan for a company selected by the group. This must be a real company and you must be in contact with the managers/owners of the company. I have a list of options that students may use or they may come up with their own companies. There will be another handout describing the marketing plan in more detail. Please use the format described in Section VII of your text as your starting point for your marketing plan. There will be strict deadlines for this plan.

As this is a writing course, each team will have the opportunity for one re-write of their plan that can improve their grade up to 5 percent. All members of the group will receive the same grade. It is up to you to make the group work. You will have an opportunity to “fire” group members if necessary. However, this must be done in time for the member to join another team or do an individual marketing plan. I will give you a specific deadline for firing a group member.

Presentation: This will be your opportunity to present your hard work, creative ideas, and marketing knowledge to your peers and clients. Please prepare a professional presentation with appropriate visual aids that lasts no longer than 20 minutes. Every member of your team must present part of the material. Roll will be taken during student presentations. You may invite your clients for this presentation.

CLASS PARTICIPATION:

Ten percent of your grade will be on class participation. You are expected to actively participate in class discussions, especially the in-class case discussions. I will not just be grading the quantity of your comments, but their quality. Quizzes on cases may also be included in this grade, as may in-class projects. It is not enough to merely show up for class; you must read and analyze the cases prior to class.

GRADING: The following weights will be used to compute your course grade:

Three mid-term examinations (15% each) (Optional Final exam can take the place of one mid-term exam)	45%
Three individual cases (8% each)	24%
Marketing Plan	
Written report	15%
Presentation	5%
Attendance/participation	10%
Borderline adjustment	<u>1%</u>
	100%

Grades for this course will not be curved and will not be rounded. Cut-off levels are as follows:

- A 90% and above
- B <90%-80%
- C <80%-70%
- D <70%-60%
- F Below 60%

**MKTG 461 – MARKETING MANAGEMENT – Dr. Bruneau
COURSE SCHEDULE for SPRING 2003**

DATE :	TOPIC and Assignments	
1/28	Introduction to class Strategic Planning	Read Chapter 1
1/30	Strategic Planning (cont) How to Analyze a Case	Read Section II
2/4	How to write a Marketing Plan Marketing Research	Read Section VII Read Chapter 2
2/6	Marketing Research (Cont.) Consumer Behavior	Read Chapter 3
2/11	Organizational Buying Market Segmentation	Read Chapter 4 Read Chapter 5
2/13	Market Segmentation (Cont.) Case 1: Circus Circus Enterprises, Inc., page 307	
2/18	EXAM 1: Covers Chapters 1 – 5, Sections II and III, Case 1 and all material discussed in class from 1/28 through 2/13	
2/20	Product Strategy	Read Chapter 6
2/25	Case 2: Pfizer, Inc., Animal Health Care Products, page 321	
2/27	New Product Development	Read Chapter 7
3/4	Case 3: Salomon: The Monocoque Ski, page 338	
3/6	Integrated Marketing Communications Personal Selling	Read Chapter 8 Read Chapter 9
3/11	Case 4: Virgin Atlantic Airways, page 423	
3/13	EXAM 2: Covers Chapters 6 – 9, Cases 2, 3 and 4, and all material discussed in class from 2/18 through 3/11	
3/18	Distribution Strategy	Read Chapter 10
3/20	Case 5: Lands' End, p. 467	

3/25 & 3/27	SPRING BREAK	Have fun!
4/1	Pricing Strategy Case 6: United Airlines: the Shuttle Introduction, page 536	Read Chapter 11
4/3	Services Marketing	Read Chapter 12
4/8	Case 7: American Online (AOL), page 517 Global Marketing	Read Chapter 13
4/10	Global Marketing (Cont.) Case 8: Black Diamond Equipment, LTD, page 598	
4/15	Strategic Case: Dell Computer Corporation, page 619 To be prepared for class participation, not for case write-up	
4/17	Exam 3: Covers Chapters 10 – 13, Cases 5, 6, 7 and 8, the strategic cases, and all material covered in class from 3/18 through 4/15	
4/22	TBA	
4/24	Student Presentations Marketing Plans Due	
4/29	Student Presentations	
5/1	Student Presentations	
5/6	Student Presentations Revised Marketing Plans Due	
5/8	Grades will be figured. You can email me or come by the office from 8:00 am– noon to get grades to determine whether you want to take the optional final exam. Do not email me before this date!	
5/14 (Wednesday)	8:00 – 10:00 am OPTIONAL COMPREHENSIVE FINAL EXAM	