



SYLLABUS
BUS 452 – 01 Product Management
Fall 2015

Dr. Joan Lindsey-Mullikin, Ph. D.

Class Time: MW 8:10 – 10:00

Office Location: 03 - 415

Office Hours: MW 12:00 – 1:30 p.m. and additional times by email appointment
– you are welcome to come to my office hours!

Email: jlindsey@calpoly.edu

Telephone: (805) 756-1179

Classroom: 03 - 113

COURSE OBJECTIVE

This course is designed to provide an in-depth understanding of product (brand) management. The class is organized by the 4 P's of Marketing (product, place, price, and promotion) and by STP (segmenting, targeting, and positioning). The course is a tool-based course. You will be taught tools centered around the 4 P's and STP that will help you as a Product/Brand manager and make you a knowledgeable manager. You will have a tool to take away from each class.

The products and services we study are primarily in the growth, mature and decline phase so the business strategies are different from new product strategies. I want you to graduate: 1) with the skills to identify situations where you can apply your new tools, and 2) the knowledge to seek out the correct business tools to solve the business problems you encounter.

SPECIFIC COURSE LEARNING OBJECTIVES:

- Analyze and employ market metrics to assess product and brand performance
- Recognize, analyze, and employ the basic elements of an integrated marketing communications plan
- Design, apply, evaluate and communicate product and brand strategy
- Present and defend marketing recommendations, using marketing terminology

ACCOMMODATIONS FOR YOU

If you have a documented disability and wish to discuss academic accommodations, please contact me as soon as possible.

If you are ever in need of special accommodations please see me at any time to discuss your needs. It is very important to me that each student is comfortable in my classroom and is treated with respect. Any sensitive communications will be kept in strict confidence. Any student who is entitled to an academic accommodation based on the impact of a documented disability may contact me privately during office hours to discuss his or her specific needs. Please contact me two weeks before an exam to set up a time and location for special accommodations for taking exams.

PARTICIPATION AND PROFESSIONALISM

Professionalism and participation will be a significant part of the grade for this class. Professional behavior in the classroom will be expected at all times in the classroom. This includes coming to class on time and not talking during class, as well as, other professional behaviors.

You have to be in class to earn points! Full class participation is necessary in order for this class to be successful. It is an interactive class environment. Please come to class prepared in order to participate and to make contributions to the discussions! Please read the assignments outlined in the syllabus prior to class meetings. The class owns the case discussions.

Alternative formats regarding the presentation of the case discussions will be incorporated during the quarter to facilitate group discussions. For example, you may work in groups; participate in debates, or other forms of business activities.

These class exercises are learn-by-doing exercises!

Class participation is an opportunity for you to prepare yourself for participation in business meetings. Take advantage of this opportunity - practice while you are here at Cal Poly! If you feel uncomfortable speaking in class please make an appointment to come to see me and we will develop strategies to make it easier for you.

Contributions to the In-Class Group Exercises

Group Member Evaluations – You will always have the option to privately evaluate any group member using the attached “Team Member Evaluation” form. You are free to do this at any time during the quarter. Please turn in your completed evaluations to my mailbox on the fourth floor at the window left of the elevator. I will hand out an alternate evaluation forms after the Media Flight Plan

Case for you to fill out to express your opinion regarding your team members' input into the project. This survey can be found at the end of the syllabus.

EXAMS

The exam will contain short answer and short essay type, multiple choice, true/false, or short case questions. The test may cover any material from PowerPoint slides, guest speakers, class discussions, your class notes, videos, and the readings. The cases and case discussions will be relevant because of the tools you learned from the case analyses. The case facts will not be included in the exams. For example, you may learn how to determine which customers are profitable during a case discussion. You would not need to know facts about the case but you would need to know how to determine customer profitability. Your exam will primarily be from the slides posted. Your completed test and scores will be made available for your review ASAP.

PLEASE CHECK YOUR EMAIL

If you don't use your Cal Poly email please forward your email so we can stay in touch. I will be in touch with you fairly often through email regarding summaries of classes and preparation for class, etc. I find this works really well and students really like to communicate this way. I will send articles pertaining to what we have learned in class and other information, too. I hope you like this, too.

GRADING

Your grade will be determined by your individual performance in class and on the following assignments. In addition, peer evaluations will be collected during the quarter and may be a basis for adjusting individual scores on a team assignment and class participation. *Homework, class assignments, the Media Flight Plan book and quizzes will impact your class participation grade.

Activity*	% Of Grade
Exam 1 (closed book)	20
Exam 2 (closed book)	20
Media Flight Plan Case (group)*	25
Class Participation and Professionalism (participation in class discussions, quizzes, class exercises, assignments, and Media Flight Plan Book)	20
Final Exam	15
TOTAL	100

Assignments must be turned in on time to be considered for a grade.

***Your grade will depend on your individual contribution to your team project**

GRADE BREAKDOWN

93%, 90% - 92% = A, A-

88%, 83% to 87%, 80% to 82% = B+, B, B-

78%, 73% to 77%, 70% to 72% = C+, C, C-

68%, 63% to 67%, 60% to 62% = D+, D, D-

59% or less = F

CLASS ATTENDANCE

Students are expected to attend class regularly to keep the quality and quantity of their work high. Absence from classes is regarded as serious. An excused absence can be allowed only by the instructor in charge of the class upon consideration of the evidence justifying the absence presented by the student. An excused absence merely gives the individual who missed the class an opportunity to make up the work and in no way excuses the student from the work required.

Source: Campus Administrative Manual 485.1 July, 1973

"Excusable" Reasons for Missing Class:

- Illness with a doctor's statement
- Serious illness or death of close relatives
- Active participation in university events (an instructor may require a statement from the adviser involved certifying that the student was actively participating in a recognized university event)
- Field trips

- Religious holidays
- Selective service and military reasons
- NCAA athletic competitions
- Instructionally Related Activities (IRA)/competitions
- Jury duty or any other legally required court appearances
- Job or internship interviews

CHEATING

The university does not condone academic cheating or plagiarism in any form. The faculty is expected to uphold and support the highest academic standards in this matter and follow the procedures as outlined by the Resolution on Academic Dishonesty: Cheating and Plagiarism Procedures.

MEDIA FLIGHT PLAN CASE

In your media flight plan (MFP) experience, your team will be assigned a product and asked to develop a media plan for the product based upon the company's objectives such as increased sales. A media plan is a plan where you will develop a combination of social media, television, radio, newspaper, billboard, etc. to reach your given target market. You will make media recommendations; data will be provided for your analysis and interpretation. More detailed information on the assignment will be provided in class and in the required text entitled, ***Media Flight Plan 7***. The text is available at the University Bookstore. **Do not buy a used text.** You need a **new** password from a new text to log onto the software. The password from a used text will not operate.

Tentative Schedule

Class No.	Date	Topic	Material / Activity / Requirements
		INTRODUCTION	
1	Mon, Sep 21	Product Management Overview	Syllabus Introduction Product management or brand management Media Flight Plan Book 4 P's and STP
2	Wed, Sep 23	Product Differentiation	READ Article on PolyLearn: Discovering New Points of Differentiation READ Chapter 1 of the <i>Media Flight Plan</i> Book
		P = PRODUCT	
3	Mon, Sep 28	Consumers and Their Brands	READ CASE: Exploring Brand-Person Relationships: Three Life Histories (HBS Case) -Start Media Flight Plan Book Exercises In Class – Bring Media Flight Plan Book to Class Everyday
4	Wed, Sep 30	- Building Brand Equity And Customer Relationships “Brand Report Card Exercise”	READ ARTICLE: “Perspectives on Brand Equity” READ: In Class “Brand Report Card Exercise”

5	Mon, Oct 5	Product Line Management	Read Case: <i>Sealed Air Corporation</i> (HBS Case) Question: Should they sell unsealed bubble wrap?
		P = PRICE	
6	Wed, Oct 7	What price do the sales force want to charge? What happens when you change your price? What price does the management want to charge?	Read Case: Signode Industries (HBS Case)
7	Mon, Oct 12	Pricing in a mature market. Are all customers profitable customers?	Signode Case B, C, and D will be handed out by professor
8	Wed, Oct 14	Exam 1	In Class <ul style="list-style-type: none"> – no open notes – bring a calculator – no cell phones – no Scantron needed.
		P = PLACE = DISTRIBUTION CHANNELS	
9	Mon, Oct 19	Channels Members Distribution	Read Case: Natureview Farm In Class Exercise: Natureview Farm
10	Wed, Oct 21	Retail Channels Sustainable Competitive Advantage Reverse Positioning	Read Case: IKEA CASE 4P's and STP Case Analysis

		P = PROMOTION and DATA-DRIVEN PRODUCT MANAGEMENT	
11	Mon, Oct 26	Guest Speaker: Mr. Will Conk Global Product Category Manager Oakley, Inc. (Owned by Luxottica)	Guest Speaker – One question from his presentation will be on the exam
12	Wed, Oct 28		MEDIA FLIGHT PLAN CASE – In Class READ: Chapters 2 and 3 of Media Flight Plan Book
13	Mon, Nov 2	Non-Traditional Marketing	Read Case: Launching the BMW Z3 Continue: Media Flight Plan Case
14	Wed, Nov 4		Continue: Media Flight Plan Case
15	Mon, Nov 9		Continue: Media Flight Plan Case
-	Wed, Nov 11	Veterans Day	No Class Today
16	Mon, Nov 16	Guest Speaker: Dmytro Marushkevich Rosetta Topic Data Analytics	Continue: Media Flight Plan Case -One question from his presentation will be on the exam
17	Wed, Nov 18		Continue: Media Flight Plan Case

18	Mon, Nov 23	Measuring Electronic Word-of-Mouth (WOM)	Read Case: Meteor Solutions Case Study Media Flight Plan Case Due Today
-	Wed, Nov 25	Thanksgiving Holiday	No Class Today
19	Mon, Nov 30		Class Wrap Up Exam 2 Review and Questions/Answers
20	Wed, Dec 2	Exam 2	In Class <ul style="list-style-type: none"> – no open notes – bring a calculator – no cell phones – no scantron needed Media Flight Plan Book: Turn in Today at Exam Time
Final Exam	Wed, Dec 9 7 – 10 a.m.		Turn in Group Take-Home Final Exam

REQUIRED COURSE MATERIALS

A case course packet is required and is available through the University Store.

Media Flight Plan 7 by Martin and Coons ©2015 ISBN: 978-0-6159882-8-3. For access to the MFP 7 databases your Media Flight Plan 7 text must be a new book purchased from an authorized bookseller and packaged in the publisher's original shrink-wrap. First inspect the label affixed to the inside front cover. If the text has been unwrapped and if the coating on the access code has been scratched off, you must assume the code has been used and the MFP server will flag it as invalid. You cannot use MFP on more than one computer at a time or share your access code with another person. **This is a new edition of the book. You will turn this book in at the end of the quarter.**

PolyLearn (available through the My.Calpoly.edu portal)

Team Member Evaluation Form
(Please feel free to complete any time in the quarter)

Team Member Name _____

Name of Project _____

Note: these evaluations are confidential.

Please circle the number that best reflects your response.

Worked well with team member:

DISAGREE 1 2 3 4 5 6 7 AGREE

Attended all meetings:

DISAGREE 1 2 3 4 5 6 7 AGREE

Did their share of the work:

DISAGREE 1 2 3 4 5 6 7 AGREE

Communicated well with others:

DISAGREE 1 2 3 4 5 6 7 AGREE

Listens to the points of views of others:

DISAGREE 1 2 3 4 5 6 7 AGREE

Any additional comments:

Instructions: After completing these evaluations please put them in the mailbox of Dr. Lindsey-Mullikin in 03 - 401. Go left off the elevator and ask for help at the window with the mailboxes. Please complete one form for each team member you wish to evaluate. I will assume every team member contributed equally unless I hear from you. These are due at the same time of the final exam. See syllabus for exam time.

Note: This survey will be completed at the end of the quarter.

Circle one number:

1-Almost never _____ 3- Sometimes _____ 5- Almost always

To what extent did teammate X contribute to achieving the team's goals? (Q1)	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
To what extent did teammate X regularly attend and contribute to team meetings? (Q1)	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
To what extent did teammate X fulfill his/her role(s) within the team? (Q2)	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
To what extent did teammate X help others fulfill their role(s) within the team? (Q2)	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
To what extent did teammate X recognize, acknowledge, and accept perspectives of team-members' from diverse backgrounds (e.g., gender, race, age)? (Q3)	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
To what extent did teammate X seek out and include the perspectives of other team-members from diverse backgrounds (e.g., gender, race, age) when making decisions? (Q3)	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
To what extent did teammate X elicit the participation of silent members? (Q4a)	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
To what extent did teammate X communicate effectively within the team? (Q4b)	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
To what extent did teammate X check for consensus within the team? (Q4c)	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5

To what extent did teammate X praise other team members? (Q4d)	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
To what extent did teammate X encourage dissenting views? (Q4d)	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Please add any additional information about individual team members who were exceptional or need to improve their teamwork.						
Please add any additional information about the team as a whole.						