

MKTG 465: STRATEGIC MARKETING PLANNING AND MANAGEMENT
Course Content and Administration
Fall, 2012
Section 12913
Professor Charles W. King

INTRODUCTION TO MKTG. 465: STRATEGIC MARKETING PLANNING AND MANAGEMENT–Section 12913

The Field of Marketing. Marketing has been defined as **"the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives."**

The area of marketing includes the gamut of business activities involved in the sale of goods and services such as product planning, packaging, pricing, branding, selecting and directing channels of distribution, personal selling, advertising and conducting marketing research.

The marketing manager operates within a continually changing environment of consumers, competition, traditional trade practices and governmental influences. The goal of the marketing manager is to use the elements of marketing at his control, the product line, distribution channels, pricing and marketing communications to accomplish the firm's objectives.

Decision making is the operational responsibility of the marketing manager. The decision making act itself is relatively simple. The factors that influence that decision making, however, are not simple! There can be many issues which influence the "rightness" or "wrongness" of a particular decision.

The Broad Goal of MKTG. 465: Strategic Marketing and Strategic Marketing Planning. In recent years, perhaps the most significant development in the arena of marketing management has been **the integration of strategic planning and functional marketing**. Marketing managers increasingly recognize that tactical marketing decisions must be made within a broader strategic framework.

Management of the marketing function must be built upon purposively defined and analytically based marketing strategies. **Strategic marketing planning provides the analytical process which develops effective marketing strategies.**

Goals and Objectives Skills of the Marketing Manager. The successful marketing manager must have a well developed professional **management style**. That professionalism must be built upon both:

- An in-depth understanding of basic marketing concepts across the marketing discipline with emphasis on strategic marketing planning, strategy development tactical implementation of the marketing plan.

Group Oral Presentations.

A major percentage of the scheduled class meetings will involve group oral presentations of case analyses and marketing strategies before the class. The presentations will focus on an assigned case and will include thorough analysis of the case problems and issues and a formal plan of action including specific recommendations.

Typically, three analysis teams will prepare case analysis and will make competitive presentations on the assigned case.

This facet of the course will be organized in the following way:

- Early in the course, the class will be divided into case study/presentation groups of 3-4 people each.
- Based on case assignments, groups will perform analyses of specific cases and present their marketing plans and tactical action steps in formal class presentations.
- Each presentation will be video-taped.

Thereby, the presenting teams can review their presentations and perform self-critiques evaluating their total team performance, their individual performances and identify corrective adjustments for improvement.

- Each presenting group will have 20-25 minutes to make its presentation.
- Following all three presentations, the instructor and the class will systematically critique each group's overall performance and the performance of individual group members and offer recommendations for improvement.
- Each presenting team and individual presenting member is given a numerical evaluation for their performance by their peers in the class and the instructor.
- The Instructor's evaluation is announced for each team to the class at the conclusion of each class presentation exercise.

Based on extensive past experience with this format, students typically consider the group oral presentations to be extremely valuable in developing professional skills of analysis, communication, and persuasion.

The analysis teams are changed each presentation assignment to force students to learn adaptive work styles to cope with different individual and team work cultures.

Developing A Career Prospectus: Defining Your Professional Profile

Each student in **MKTG. 465--STRATEGIC MARKETING PLANNING AND MANAGEMENT--Section 12913**, as a final course assignment, will conduct an in-depth, comprehensive self-assessment of his/her professional profile—a personalized “SWOT” analysis.

The goal is to identify each individual’s marketable “Professional Product” of transferable knowledge and skills. The Career Prospectus Assignment will involve:

- Development of a Career Prospectus document describing your “Professional Product”.
- Preparation of an updated resume using the most advanced resume writing practices recommended of the UIC—CBA Career Placement Center.
- Creation of a transmittal cover letter targeted at your specific career path and initial career position.
- Construction of a Professional Web Site posting your Career Prospectus content.
- Preparation and delivery of a five minute “Professional Sales Story” selling yourself to a targeted employer. The presentation will be made to the MKTG. 465 class and video taped for editing and potential use as a longer term career placement tool.

The Career Prospectus Assignment will be discussed throughout the course.

The MKTG. 465 Personalized Professional Web Site

Each student in **MKTG. 465--STRATEGIC MARKETING PLANNING AND MANAGEMENT--Section 12913**, as part of the **Career Prospectus: Defining Your Professional Profile** assignment, will develop and post a Personalized Professional Web Site which presents the Career Prospectus in a web site format.

The Personalized Professional Web Site Assignment will be discussed throughout the course.

Course Grading Policy.

MKTG. 465 is a senior level course. Students are encouraged to postpone this course until near their final semesters in the program after they have taken the other basic marketing course requirements.

Grading Transparency. Instructor and peer group evaluations are publically announced for each group after each presentation.

- There is active camaraderie, focus on self improvement and inter-student interaction in every class.

- The students can track their progression over the semester.
- The leaders are actively encouraged to support the weaker students to bolster their group grades.
- The Instructor actively monitor's individual student's progress and provides private Counseling for student self-development.
- The final course assignment, development of the individual Professional Web Site and the Career Prospectus, represent at least 25%of the course grade. Thereby, each student has the opportunity to bolster his/her presentation grades based on his/her course commitment on the final assignment.

Class Absence Policy.

Because of the importance of class participation in MARKETING 465, as part of your learning experience and as part of your performance evaluation, class attendance will be carefully monitored.

You are expected to be in class and be prepared in each class meeting.

Each absence will be interpreted as a "O" for that day's class preparation and participation. Three unexcused absences will be grounds for a student being dropped from the course.

Instructor Contact and Office Hours

Professor Charles W. King
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 Department Telephone for Messages: 312-996-2680
 Home Telephone: (630) 668-1251
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Office Hours: Tuesday and Thursday--11:00 A.M.—1:30 P.M or by Appointment.

Student Disciplinary Policy.

MKTG. 360 strictly follows the prescribed **UIC Student Disciplinary Policy** for all student conduct in the classroom such as both academic misconduct(such as plagiarism, cheating or grade tampering) and behavioral misconduct.

Professor King will clearly outline acceptable and unacceptable classroom behavior in MKTG. 360. Any student who has questions about appropriate or inappropriate classroom behavior can question Professor King in class or request a private meeting with Professor King outside of class during MKTG. 360 Office Hours in University Hall, Room 2213.

Disability Services Notification.

Students with disabilities who require accommodations for full access and participation in MKTG. 360 classes should contact Professor King immediately on the first day of class. Those students should be registered with the Disability Resource Center (DRC). Those students are encouraged to please contact DRC at (312) 413-2183 (voice) or (312) 413-0123 (TDD)

General University Information.

Information about or links to university information about academic deadlines, religious holidays, etc. should be consulted at the UIC Web Site.

**MKTG. 465:
RECOMMENDED CASE ANALYSIS FRAMEWORK**

- I. PROBLEM AND MISSION DEFINITION**
 - A. A TIME HORIZON: SHORT TERM VS LONG TERM
 - B. MAGNITUDE OF ISSUES: TACTICAL VS STRATEGICAL
 - C. THE CONCEPT OF MISSION
- II. IDENTIFICATION OF ISSUES RELEVANT TO THE PROBLEM STATEMENT**
- III. ANALYSIS OF INTERRELATIONSHIPS BETWEEN THE ISSUES AND THE PROBLEM**
- IV. IDENTIFICATION AND EVALUATION OF ALTERNATIVE COURSES OF ACTION**
- V. PRESENTATION OF THE RECOMMENDED PLAN OF ACTION(POA), UNDERLYING RATIONALE AND MECHANICS OF IMPLEMENTATION IN AS MUCH DETAIL AS PRACTICAL**

THE PLAN OF ACTION(POA) SHOULD INCLUDE:

- A. SPECIFIC ACTION STEPS OR TACTICS TO BE IMPLEMENTED
- B. AN IMPLEMENTATION TIME TABLE: WHEN ARE THE ACTION STEPS TO BE IMPLEMENTED?
- C. A PERSONNEL RESPONSIBILITY/ACCOUNTABILITY PLAN: WHO IS DOING WHAT?
- D. A PROFORMA FINANCIAL ANALYSIS OF FINANCIAL REQUIREMENTS OVER THE IMPLEMENTATION TIME TABLE
- E. A PERFORMANCE EVALUATION PROCESS INVOLVING:
 - SPECIFIC "MEASURES OF EFFECTIVENESS"(MOE'S) TO BE USED TO EVALUATE THE SUCCESS/FAILURE OF THE IMPLEMENTATION PROCESS.
 - SPECIFIC REPORTS/SOURCES OF INFORMATION TO BE USED IN PRODUCING THE "MEASURES OF EFFECTIVENESS"(MOE'S)
- F. RISK ANALYSIS OF THE ELEMENTS OF GREATEST RISK ACROSS THE PLAN OF ACTION AND AN ESTIMATE OF THE PROBABILITY AND POTENTIAL FINANCIAL IMPACT OF EACH AREA OF RISK.