

MARKETING MANAGEMENT

BUMM 612

edX MicroMasters | 2 credits



ROBERT H. SMITH
SCHOOL OF BUSINESS



Instructors: Professor David Godes, *Professor and Area Chair, Marketing*
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Course Description:

This course covers marketing decisions, with an emphasis on strategic issues addressed in going to market. We discuss the marketing concept, marketing strategy, and marketing tactics. We explore consumer behavior, the segmentation of markets and the selection of an appropriate target market. We also discuss positioning a product or service for a particular segment by examining market tactics such as branding, pricing, promotion, product development, and channel selection. These concepts presented are explored through video lectures, interactive discussions and cases.

Course Goals:

By the end of this course you will be able to:

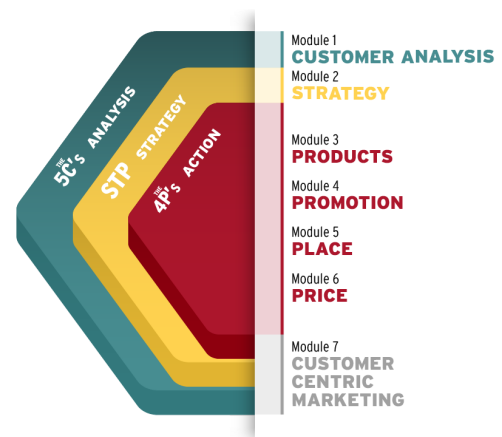
- evaluate and select the best target segment to devote your time and resources to
- explore tactics to create the most value for your target customers to maximize profits
- position your product for your selected target segment
- execute on that positioning through marketing tactics
- apply the framework to more effectively analyze, strategize and act on key concepts to build strong relationships with your customers

Course Structure:

In the 7 modules that make up this course, we start with consumer behavior as one aspect of Analysis. It is the blue/green platform on which everything else sits, in the image above. Strategy, shown in yellow, rises out of that analysis and will be introduced in module 2. Once you arrive at the heart of the course, we will guide you with an in-depth tour of the 4P's, or the action phase - Products, Promotion, Place and Price. In the final module, we bring it home, by discussing customer relationship management and the value it brings to every part of the framework.

Course Materials:

All course materials and resources will be provided to you and can be accessed through the edX platform.



Course Outline:

Modules	Topics	High level Overview
Module 1	Know Your Customer	This first module starts in analysis, or the blue/green foundation from which strategy and actions emanate. In the marketing framework for analysis, there are 5C's (Company, Collaborator, Customer, Competitor, and Context.)
Module 2	Getting Strategy Right	You will begin formulating a strategy. Strong strategies are formed and informed repeatedly by analysis.
Module 3	Ensure Your Products Deliver on Strategy	You'll learn how decisions about your products (and services) can help deliver on your current strategy.
Module 4	Leverage Promotion and Branding Like a Pro	We'll study the element of marketing that may be most salient and familiar to most people: promotion and branding. We'll also spend the next few modules covering important topics that integrate these pieces. Module 4 stays in the Action section, and continues to the second of the 4P's; price.
Module 5	Making Smart Decisions About Place	We'll continue with the 4P's. In particular, we'll dig deeper into the action phase of our marketing framework by exploring place, the third of the 4P's.
Module 6	Conquer Pricing Strategy	We'll discuss how to determine the pricing strategy that best meets your strategic goals. Specifically, we'll conclude the action section of our marketing framework by examining the last of the 4P's: price.
Module 7	Keeping a Customer Centered Approach	This is the last module of this course. You've gone through some light analysis, intense strategy and action phases and now we are back in analysis. In this module, we will tie it together look at customer relationship management. After all, you want your customers to be loyal, even after they've made their purchase.

Course Schedule:

March 4th at 00:00 - Welcome to the course and Module 1 open

March 11th at 00:00 - Module 2 open

March 18th at 00:00 - Module 3 open

March 31st at 00:00 - Verify window closes

March 25th at 00:00 - Module 4 open

April 1st at 00:00 - Module 5 open

April 8th at 00:00 - Module 6 open

April 10th at 10 am EST / 15:00 UTC Live Webinar

April 15th at 00:00 - Module 7 open

Week of April 22nd is catch up week

April 29th 00:00 - Final Exam is released

May 6th 00:00 UTC - Final Exam is closed

Instructional Methods:

We feel very strongly that, for this course, the case method of learning works best. With cases, you learn *“how to make decisions”* as opposed to *“what the right decision is”*. Students will be expected to recall what they already know, view lectures, recall new information learned, practice with singular aspects of the concepts and weave multiple concepts together in case-based applications.

Verified Learners:

Verified learners will receive more assets, more case simulations and some of the case solutions. This is not to be exclusive, but rather to protect the academic integrity of some content.

Grading Structure:

Your course grade is entirely dependant on your final exam. You must achieve at least a 70% on your final exam in order to pass the course and receive course credit or certificate. However, it will be near impossible to pass the final exam without doing the assigned readings and activities in the course content. If you complete your work carefully and participate in discussions and peer assignments, you should be well prepared for the final exam.

MicroMasters in MBA Core Curriculum

This course is part of a MicroMasters series on edX in MBA Core Curriculum, offered by the University of Maryland's Smith School of Business. This series offers the option for students to upgrade to verified learner. In addition to interactive cases and human graded assignments, verified learners, upon passing the course, will gain a certificate. If a student successfully passes all seven courses in the series, they will receive a MicroMasters from edX. Should a student apply and be accepted into Smith's online MBA, the MicroMasters will transfer to substitute the first 25% of the MBA, or 14 credits out of 54.

COURSE COMPONENTS

Individual Participation:

For a case discussion to “work,” everyone needs to be engaged and participating. More important, students do not learn nearly as much from watching a case discussion as from being engaged in a case discussion. This course consists of segments where you will Learn, Practice, and Apply new information. There are reflection questions, simulations, discussion boards with your cohort of verified peers, and interactive cases which will prepare you for the final. Pay particular attention to activities within the Apply sections since they provide the most rigorous learning and will most resemble questions on the final exam. We expect high-quality comments in your cohort’s discussion board. What is a high-quality comment? This is simple.

There are three dimensions:

- Was it relevant to the current discussion?
- Did it add to the discussion?
- Did it have an impact on the discussion? Did it foster further discussion? Did it change people’s views?

Cases:

The cases developed for this course have been selected in an effort to balance multiple dimensions: B2C vs. B2B, different industries and markets, and large vs. small firm size. In many instances, the cases address current, real-world marketing challenges being faced by firms today. These cases will be updated, but time stands still for no one, not even a MicroMasters course, so you can imagine that things have progressed in each case since the course launched. In most instances, don’t spend too much time investigating what happened since the case was created, except when the case directs you to go out and find examples of what a firm (such as IBM) is doing today. The cases are meant to be examples of marketing decisions being made; not as the definitive word on what XYZ Corp should have done.

Positioning Statement Assignment:

In this assignment, you will write a positioning statement for Harry's Razors. For Harry's to continue to grow, it will eventually need to attract and create value for additional target segments. However, before attacking that problem it would be wise for Harry to document its current position with its current segment. Be sure to watch the video, *Creating a Positioning Statement for Billie*, before getting started.

Your positioning statement should adhere to the following rules:

- Written for an internal audience
- Written in plain and clear language
- Focused on benefits, not features
- Highlight 2 or 3 differentiating benefits

Channel Simulator Write-up:

In this assignment, you will choose a target segment for your product, pick product features you think will provide desired benefits, write a positioning statement for your SmartWatch, choose channel partners, and finally invest in Push and Pull promotion. You can do the simulator as many times as you want, but keep in mind that afterwards you will be asked to do a write up of your experiences and an analysis of what you learned.

Total Economic Value Pricing Question:

In this assignment, you will be asked to read a brief scenario and calculate the value of and recommend a price for StrongCoat, a covering for communication cables used in buildings. Be sure to read the details listed in the scenario as you will be asked to show how you arrived at your answer.

Final Exam:

By reviewing all of the material at the end of the course in preparation for the final exam it is anticipated that you will further your understanding of each concept and – as importantly – you will make connections between the concepts in the course that are difficult to make during the first pass of the material.

The final will consist of both multiple choice and short answer questions. Be sure to familiarize yourself with the content of the JC Penney case before getting started.

Academic Integrity:

The University's Code of Academic Integrity is designed to ensure that the principles of academic honesty and integrity are upheld. All students are expected to adhere to this Code. The Smith School does not tolerate academic dishonesty. All acts of academic dishonesty will be dealt with in accordance with the provisions of this code.

Please visit the following website for more information on the University's Code of Academic Integrity:

<http://www.president.umd.edu/policies/docs/III-100A.pdf>

Students found to be cheating will be referred to the University Honors Council for disciplinary action. Cheating includes, but is not limited to, copying on exams, plagiarizing material from published sources or from current or former Smith School students, submitting someone else's work as your own, or helping other students to cheat. If you have any questions regarding what is permissible, please contact me for guidance.