***Driving Marketing Performance***

**MBA 806**

**Lubin School of Business**

**Pace University Fall 2024**

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**Student Meeting Hours (i.e., office hours**):

Monday, 1:30pm – 3:00pm in Plv Goldstein Academic Center 122 and Zoom (passcode: career)

Tuesday, 09:30am – 11:30am in NYC 1 Pace Plaza 417B and Zoom (passcode: career)

Other Days: By Appointment

NYC Office: 1 Pace Plaza 417B

Term Begins: September 4, 2024

Term Ends: December 17, 2024

***Course Overview***

This course incorporates foundational learning with the Kotler/Keller text, case studies, Forage Simulations and Pearson MyLab exercises with practical examples and usage through individual and group projects.

This knowledge is not disposable and should be considered instrumental in your future business career.

The goal is to prepare students for the hyper-competitive business world through general knowledge, application, development of specific skills and evaluation of all aspects of the market.

This is a demanding class but one that will develop skills that will translate into your business success.

***Course Description***

This course covers concepts, activities, and techniques related to the planning and coordination of marketing functions, marketing policies, and the analysis of marketing administration.

***Course Learning Objectives***

You should grasp the marketing environment, including the sociological and ethical factors that influence a marketer's decision-making, at the end of this course.

• comprehend the factors that influence how decisions are made in marketing and management (e.g. objectives, strategy, product development, pricing, promotion and distribution)

• be familiar with the information sources (databases) that are helpful for decision-making in marketing

• be in a better position to increase your capacity to acquire and handle information to justify and support your decisions.

• be capable of deciphering a marketing scenario successfully.

• be aware of how technology and new media, such as user-generated content (UGC), affect marketing strategies.

• gain an understanding of the strategic nature of modern marketing and the part it plays in business strategy and performance.

**Course Materials-Purchase at pace.edu on Classes**

***Required Pearson MyLab plus EText:***

**Kotler and Keller, Marketing Management, 15E edition, Pearson Prentice Hall.**

**Student Registration Information: Begin with Classes ( Look under Content tab)**

**Brightspace and Classes are one and the same**

This course aims to improve students' managerial marketing knowledge and abilities as well as their understanding of how marketing functions in society. By assuming the position of marketing manager for an existing good or service, you will learn more about what marketing managers do daily in this course. As a foundation for general management decision-making and as a framework for analyzing company issues, the course offers a grasp of marketing.

The trends and significance of branding, e-marketing, customer relationship management (CRM), and international marketing are just a few of the special themes that will be covered. By the end of this semester, you will be able to explain the role of the marketing function in an organization and the overall marketing planning process.

***Course Description***

The planning and coordination of marketing functions, marketing policies, and the analysis of marketing administration are all topics covered in this course along with related activities and approaches.

***Course Learning Objectives***

At the conclusion of this course, you should:

* Grasp the marketing environment, including the sociological and ethical factors that influence a marketer's decision-making
* Comprehend the decision factors involved in marketing management decisions (e.g., objectives, strategy, product development, price, promotion, and distribution)
* Be familiar with the information sources (databases) useful in making marketing decisions
* Be in a better position to strengthen your ability to justify and support your decisions through information acquisition and management
* Be capable of deciphering a marketing scenario successfully.
* Learn how to:
  + Recognize the importance of technology and new media (such as user-generated material, or UGC) in marketing strategy.
  + Appreciate the strategic nature of modern marketing and the part it plays in business strategy and performance.
  + Evaluate and implement AI processes Marketing

***Recommended***

Regarding your written work -Spelling, grammar, and attribution counts.

***Course Approach***

To achieve the course objectives, an integrated framework of online discussion forums, group activities, and assignments (cases) will be used. Your involvement in the classroom, a discussion forum where you can share and explore ideas, is vitally necessary. In other words, this course places more of an emphasis on active learning than on passive reading. You are required to deliver strong written reports. With reference to your group project, the course requires group work.

***Course Requirements***

**There are EIGHT (8) major sets of requirements for this course. Please read:**

1. **Pearson MYLAB**: 23 Chapter Quizzes. You can access MyLab using the Classes platform.
2. **Semester-Long Brand Journal (Journal, Mid-Term and Final Project)**

**The goal for this project is three-fold:**

1. Incorporate your readings and learnings into action. When you apply it, you retain a higher percentage of the knowledge. You will use the tools that you will need moving forward.
2. Treat yourself as a brand, be mindful of what you do and how you do it
3. Leave the semester with a signature work that you can move forward with either to launch your career or to show prospective employers
4. **Brand Journal Mid-Term Essay Exam**
5. **Final Individual Project**

Students will utilize their Brand Journal to put together a video presentation for their company product/service to the class. The presentation will incorporate a marketing plan, a situational analysis of the industry and market strategy including use of the 4 P’s and marketing mix.

1. **Case Study: Student-Led Presentation and Weekly Forum Work**

Presentation-A student-led breakdown of a CaseStudy with a real-world example and an article reinforcing point. One Presentation Per Student for the Semester.

Think of this exercise as you presenting to the company on a finding, and you are giving a recommendation backed by examples.

There will be weekly forum participation required

1. **2024 Olympic Games Group Project**

**2024 Olympic Games Group Mktg Communication Analysis and Presentation:**

Pick a marketing message that an Olympic Corporate Sponsor used to promote a good, service, or concept. The message can appear in a print or online video advertisement or on social media. If this message is available online, please include a link to it in your work or attach it to it.

It is a good idea to select a message for which you are familiar with the marketer's goals and target audience.

The following key questions will be addressed in a PowerPoint report and presentation created by each team:

1) Who are the demographic and psychographic segments of this advertisement's target market?

2) What are the main goal(s) of this advertisement? (Focus on one or two strategic persuasion goals and be sure to articulate why the goals you select are significant.)

3) How likely is it that the intended audience has listened to the message?

4) How likely is it that they will interpret it the way the advertiser intended? Does the advertisement meet any potential demands of the target market?

5) What kind of communication strategy does the advertisement employ to accomplish its objectives? What is the strategy's underlying persuasive process? What are the key concerns and issues surrounding persuasion in this circumstance? Make sure you discuss the communication's potential STRENGTHS and WEAKNESSES. For instance, the advertisement might use attention-grabbing imagery or repetition to make it more memorable, but if the benefits of the product are not made apparent, the audience may not be persuaded to buy the product.

You will submit in the Forum a 10-15 minute presentation.

Each participant will act as the "marketing consultant" for a real-world good or service. The team project on the marketing plan is analytically demanding, calls for creativity, and promotes the development of oral and written communication skills.

Acting as a marketing consultant in this regard, takes important choices regarding its marketing mix. that includes a variety of marketing decisions, including those that focus on product In order to fulfill the needs and desires of its customers, the company must consider a variety of related issues (such as creation, deletion, and extension), pricing strategies (such as cost-based and demand-based), and distribution channel/supply chain management issues (such as market coverage depth and the structure of the vertical marketing system). The marketing consultant also considers ethical, international, political, social, legal and regulatory, environmental, technological, and competitive concerns when making decisions about their integrated marketing communications strategy.

Cite your sources of information throughout the text, in addition to a complete list of references at the end. Using electronic databases such as Business Source Premier, ABI-Inform, Lexis-Nexis, NYTimes.com, WSJ, among others, you will complete the project. In the analysis part (Part II), begin the section by re-stating your problem statement (more on this follows) and provide an outline and rationale for each of the strategy tools you are going to use.

1. **Team Project-TBD**

We will have a presentation by CEO/Founder and will break up into teams to work on identifying the target consumer and market as well as the marketing strategies

1. **BCG Strategy Consulting Job Simulation**

<https://www.theforage.com/simulations/bcg/strategy-consulting-jk76>

Complete simulation, upload certificate of completion, record a one minute video of the takeaways and five items you learned.

***Grading Policy***

Overall grades will be assigned as follows: A= 94-100, A- =90-93.9, B+=86-89.9, B=82-85.9,

B-=78-81.9., C+=75-77.9, C=71-74.9, F=70 and below

Pearson MyLab 22 Chapter Quizzes 15% DUE NOVEMEBER 8TH

BCG Strategy Simulation 10% DUE OCTOBER 3RD

MidTerm Exam 10% DUE OCTOBER 20TH

Brand Journal 5% DUE DECEMBER 10

Olympics Mktg Analysis project 15% DUE OCTOBER 15/18TH

(Video+ PowerPoint)

Team Project-TBD 15% DUE NOVEMBER 20/22

Final Project 15% DUE DECEMBER 15

Student-led presentation, forum work and 15%

Participation

Total 100%

***OTHER IMPORTANT NOTES***

**Late Work Is Penalized 1% point for Every Day Late**

# Student Roles and Responsibilities

1. Each week it is expected you will keep up with the text readings and lecture Power points. It is imperative to keep up with the textbook readings. Remember, this is an online course. Prepare for the class by reading the material before the scheduled weekly reading. I urge you to keep this in mind as you will have 4-5 chapters to read per week. Marketing as a course of study features numerous practical and real-life examples of the concepts.
2. Understand that all written assignments are due on the day and time indicated

***Academic Integrity***

***Plagiarism/Cheating will not be tolerated. Do NOT use outside resources when you analyze the case and work on your term project.***

Students must accept the responsibility to be honest and to respect ethical standards in meeting their academic assignments and requirements. Integrity in academic life requires that students demonstrate intellectual and academic achievement independent of all assistance except that authorized by the instructor. **The use of an outside source in any academic paper, report or submission for academic credit without the appropriate acknowledgement is plagiarism.** I reserve the right to use software called **Turnitin.com** to check for plagiarism, if suspected. **Please refrain from it, period**. It is also academically dishonest to submit anything in electronic form as one’s own that is the work, either fully or in part, of someone else. It is unethical to present as one’s own work, the ideas, words or representations of another without the proper indication of the source. Therefore, it is the student’s responsibility to give credit to any quotation, idea or data borrowed from an outside source. Students who fail to meet the responsibility for academic integrity subject themselves to sanctions ranging from a reduction in grade or **failure in the assignment or course in which the offense occurred to suspension, dismissal, or expulsion from the University**.