



## **MBC 636: Marketing Management - April 2017**

### **Course Description**

MBC 636 is intended to provide students with an understanding of the theory, concepts, terminology, and frameworks used by marketing managers to develop an organization-wide customer orientation. It also provides insight into how strategic planning, analysis of the competitive environment, market research, market segmentation, target market selection, and product positioning serve to create value for customers and the firm. Finally, it enables students to investigate how effective marketing plans integrate the four components of the Marketing Mix (Product, Pricing, Placement, and Promotion) to optimize customer lifetime value.

### **Course Objectives**

By the end of the course, students will understand:

- the 'Marketing concept,' and how it defines the role of Marketing in the firm in relationship to other business functions;
- the difference between a customer orientation, production orientation, sales orientation, and societal market orientation, the reasons for each, and their impact on marketing implementation;
- basic strategic concepts and frameworks firms use to understand their industries, their competition, and market evolution over time;
- market research approaches used by firms to understand their customers: their behavior, their decision processes, and their needs;
- basic frameworks used by firms to segment their markets, identify target markets, and position their products and services in ways that create value for their customers;
- how marketing managers develop an integrated marketing mix (product, price, distribution approach and promotions) to effectively marshal the resources of the firm to serve customers.

### **Course Materials**

- Textbook: Peter, J. Paul and James Donnelly, A Preface to Marketing Management 14<sup>th</sup> edition, McGraw-Hill, ISBN-13: 978-0-07-786106-3.
- There is a required course packet of case studies and other readings that must be purchased from Harvard Business School Publishing. A link to the site where you can purchase the packet will be provided at the appropriate time before the class begins. Please note that there will be readings assigned for the first class session.
- You will find any other assigned readings posted on the 2U website at the appropriate time.

### **Office Hours**

Office hours will be available for students who wish to individually discuss class topics, concepts, materials, or other issues. Office hours will be discussed and set by individual Section Instructors.

**Student Performance Evaluation:**

Your overall course grade will be based on following components, weighted as shown:

|               |     |
|---------------|-----|
| Midterm exam  | 30% |
| Final Exam    | 35% |
| Homeworks     | 20% |
| Participation | 15% |

**Exams:**

There will be a Midterm exam and a Final exam for this course. The exams are intended to test (1) your knowledge of key marketing concepts and principles presented in the textbook reading, case studies, article readings, video lectures, and synchronous discussions; and (2) your ability to apply these concepts to real-world marketing scenarios and problems. The best way to prepare for the exams is by viewing the class session videos, keeping up with assigned readings, doing weekly assignments, and actively participating in class discussions. More information on the format and timing of the exams will be provided by your Section Instructor. Note that the Final Exam will be administered during the scheduled synchronous session in Week 11 of the course.

**Homework Assignments:**

There will be two written homework assignments during the course, and each will count for 10% of your overall grade (for a total of 20% of your course grade). For each assignment, you'll be presented with a question (or set of questions) related to a case study and related readings for the week. You will provide your response in a 2-4 page paper. More information on the format and timing of the assignments will be provided by your Section Instructor. Homeworks will be graded on the following scale:

- 5 = excellent, very thorough and rigorous
- 4 = very good; room for enhancement/improvement
- 3 = satisfactory, but significant room for enhancement/improvement
- 2 = acceptable, but reflects major mistakes, omissions, or minimal effort
- 1 = unacceptable; or assignment not turned in

**Class Participation:**

Class Participation will account for 15% of your course grade. You are expected to actively take part in synchronous session discussions. Effective participation requires preparation: This entails reading all assigned materials and developing thoughtful responses to discussion questions, based on your analysis of the topics.

Your Section Instructor will provide you with more specific information on the topics of the online discussions, what is expected from you as a student in the synchronous sessions, and how participation grades will be determined.

**Other Issues:**

- No make-up exams will be given, except in extreme documented cases, such as a death in the family or severe illness. The student must submit reasonable proof of the circumstance preventing him/her from taking the regularly scheduled exam.
- No additional assignments will be given to provide students with opportunities to improve grades.
- Students are responsible to schedule all personal and work-related responsibilities such that these factors do not conflict with the synchronous sessions or exam schedule. *Enrolling in this class is an indication that you are committed to making it an important priority in your life.*
- Any completely unavoidable conflicts with synchronous sessions, exams, or assignment deadlines should be communicated to your Section Instructor as soon as the student becomes aware of them. Although under no obligation to do so, if the situation is deemed credible and unavoidable, the Section Instructor will arrange for an alternative, within reason.
- Grading Disputes: Grading of participation and homework assignments is solely at the discretion of the Section Instructor. If you believe there is an error in scoring of the Exams, you should submit a written request for re-grading within one week from the time that the grade is posted. Requests will not be considered after that time.

**Syracuse University Academic Integrity Policy:**

The Syracuse University Academic Integrity Policy holds students accountable for the integrity of the work they submit. Students should be familiar with the Policy and know that it is their responsibility to learn about instructor and general academic expectations with regard to proper citation of sources in written work. The policy also governs the integrity of work submitted in exams and assignments as well as the veracity of signatures on attendance sheets and other verifications of participation in class activities. Serious sanctions can result from academic dishonesty of any sort. For more information and the complete policy, see <http://academicintegrity.syr.edu>. In addition, the faculty of the School of Management has adopted an Academic Integrity Policy emphasizing that honesty, integrity, and respect for others are fundamental expectations in our school. The policy requires all students who take WSOM courses to certify in writing that they have read, understood and agreed to comply with this policy. WSOM students should have already completed a certification statement. This policy is enforced throughout this course.

**Tentative Course Schedule** The Course Instructor may make changes to this schedule. Any changes will be announced on the course website and during synchronous class sessions.

| Week    | Topics   | Assigned Readings<br>Red = HBS packet  | Synchronous Discussion                                    |
|---------|--|--|---|
| Week 1  | Course Intro<br>Marketing Concept; Mission and Vision; Firm Orientation  | <ul style="list-style-type: none"> <li>• Text Chapter 1 and appendix on Portfolio models</li> </ul>  | Case: <b>Aravind Eye Hospital</b><br>(synopsis available) |
| Week 2  | Strategic Planning;<br>Competitive Environment;<br>Market evolution; Product Life Cycle; Lateral Marketing                 | <ul style="list-style-type: none"> <li>• <b>'Marketing Myopia'</b></li> <li>• Harley Davidson article</li> <li>• <b>'Exploit the Product Life Cycle'</b></li> <li>• <b>'Message &amp; Muscle: Interview with Nicholas Hayek'</b></li> </ul>  | Case Discussion:<br>Nicholas Hayek & Swatch               |
| Week 3  | Market research concepts;<br>managing the research study process; terminology;<br>new and emerging market research methods | <ul style="list-style-type: none"> <li>• Text Chapter 2</li> <li>• <b>'Note on Market and Consumer Research'</b></li> <li>• 'The Futures of Marketing Research'</li> </ul>   | Case: <b>Compaq Computer</b><br><b>Homework 1 due</b>     |
| Week 4  | Consumer behavior;<br>decision making; behavioral decision theory concepts and research                                    | <ul style="list-style-type: none"> <li>• Text Chapter 3</li> <li>• Mental Accounting article</li> <li>• The Tyranny of Choice article</li> <li>• The Urge to Splurge</li> <li>• Self knowledge article</li> <li>• Chronicle of Higher Education article</li> <li>• Feature Presentation article</li> <li>• <i>Implicit Predictors of Consumer Behavior article (skim)</i></li> </ul> | No case   |
| Week 5  | Segmentation, targeting and positioning; perceptual maps; brands and branding  | <ul style="list-style-type: none"> <li>• Text Chapter 5 and 12</li> <li>• <b>'Market Segmentation, Target Market, Positioning'</b></li> <li>• <b>'Brands and Branding'</b></li> <li>• Text pages 90-95 on Branding and Brand Equity</li> </ul>   | Case: <b>Starbucks</b><br>(synopsis available)            |
| Week 6  | Product Policy; Product Line Management; Services Marketing; Customer Lifetime Value                                       | <ul style="list-style-type: none"> <li>• Text Chapters 6</li> <li>• 'Beyond Products: Services-Based Strategies'</li> <li>• 'Customer Lifetime Value: What it is, How it's used'</li> </ul>  | <b>Mid-Term Exam</b>                                      |
| Week 7  | New Product Development; Product Adoption and Diffusion; Push vs. Pull marketing   | <ul style="list-style-type: none"> <li>• Text Chapter 7</li> <li>• <b>'Product Development – A Customer Driven Approach'</b></li> </ul>  | Case: <b>Barco</b>  |
| Week 8  | Distribution structures, channel roles and functions, channel conflict and power   | <ul style="list-style-type: none"> <li>• Text Chapters 10</li> <li>• Avoiding Channel Conflict article</li> <li>• Costco Nixes Coke Products Over Pricing article</li> <li>• McDonalds Franchises Aren't Loving It article</li> </ul>  | Case: <b>U.S. Pioneer</b><br>(synopsis available)         |
| Week 9  | Pricing Concepts, Setting Price for a New Product, Factors impacting pricing, legal issues                                 | <ul style="list-style-type: none"> <li>• Text Chapter 11</li> <li>• <b>'Pricing Policies for New Products'</b></li> </ul>  | Case: <b>Cumberland Metals</b><br><b>Homework 2 due</b>   |
| Week 10 | Consumer and Trade Promotions; Marketing Communications; media terms and scheduling  | <ul style="list-style-type: none"> <li>• Text Chapter 8</li> <li>• <b>'Integrated Marketing Communications'</b></li> </ul>   | Case: <b>C-P Cleopatra</b>                                |
| Week 11 | <b>Final Exam</b><br><b>Note: Administered during regular synchronous session timeslot</b>                                 |  |   |