MARKETING MANAGEMENT

MBA 660-700 (3 Credits)  SPRING 2015  DR. VISH IYER
Office Hours: 1:30 PM-4:00 PM TTH  Other times by appointments
OFFICE: Kepner 2070 C (351-2348)  E-mail: vish.iyer@unco.edu

TEXT: A FRAMEWORK FOR MARKETING MANAGEMENT, 5th Ed, BY KOTLER AND KELLER, PUBLISHED BY Prentice Hall (A PEARSON COMPANY). 2012

COURSE DESCRIPTION: This seminar course involves the analysis of the marketing concepts, functions and principles involved in planning, implementing and evaluating the total marketing programs of various organizations. Elements of the marketing process, of the marketing process, including environmental impacts, building and managing brands and analyzing marketing strategies in delivering the best customer value will be the focus in this course. Prerequisites: Graduate standing.

COURSE OBJECTIVES:
1) Identify, describe, analyze, plan and integrate the role of marketing and its functions in managing a business and more importantly, examine how marketing managers can develop effective marketing strategies utilizing the marketing concepts.
2) Identify, understand and discuss the major elements of the marketing process emphasizing the external environmental factors, consumer behavior, market segmentation and targeting, and integrate product/price/promotion/distribution strategies.
3) Identify, understand and discuss new marketing opportunities in both personal and business-to-business contexts in a global setting.
4) Identify, understand and discuss the competitive nature of the marketplace from a global perspective.
5) Use Problem Based Learning techniques and cases to analyze and conceptualize current business events and formulate possible problem solving alternatives.

MCB MBA ASSURANCE OF LEARNING GOALS AND OBJECTIVES

<table>
<thead>
<tr>
<th>Learning Goal</th>
<th>Learning Objective</th>
<th>Course Coverage</th>
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<tbody>
<tr>
<td>Be proficient with key business fundamentals</td>
<td>Students will be able to integrate knowledge from all business disciplines applying current and emerging business knowledge and technology to make decisions in complex environments.</td>
<td>Course Objectives 1-4</td>
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<tr>
<td>Demonstrate conceptual and analytical skills</td>
<td>Students will analyze data and information to identify key problems, generate and evaluate appropriate alternatives to make effective decisions.</td>
<td>Course Objectives 1-5</td>
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<td>Demonstrate knowledge of how businesses operate in a global environment</td>
<td>Students will demonstrate awareness and understanding of the international challenges that encompass cultural, financial, legal and other problems.</td>
<td>Course Objective 3 &amp; 4</td>
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<tr>
<td>Demonstrate ethical awareness</td>
<td>Students will demonstrate ethical awareness by employing an ethical framework to identify possible ethical issues or problems and analyze the consequences for various stakeholders.</td>
<td>Course Objectives 1-5</td>
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<tr>
<td>Be effective communicators</td>
<td>Students will prepare and deliver professional quality presentations on a business topic. Students will prepare professional quality business documents.</td>
<td>Course Objective 5</td>
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ASSESSMENT OF LEARNING IN THIS CLASS!

1. BUSINESS SCENARIOS:
You will be given 3 PBL scenarios during the semester that will attest your conceptual, analytical and problem solving skills. These scenarios will be based on our topical coverage in class. This will contribute 40% towards your Total Leaning Assessment (TLA).

2. MARKETING AUDIT:
You are to select a firm of your choice and conduct a “MARKETING STRATEGY AUDIT” of this firm and submit a paper on your audit findings and possible future directions for the firm. This will contribute 25% towards your TLA.

3. AUDIT PRESENTATION:
You are required to make a 20-MINUTE presentation to the class of your “MARKETING STRATEGY AUDIT”. This will contribute 15% towards your TLA.

4. APC (ATTENDANCE/PARTICIPATION/CONTRIBUTION):
Since this is a graduate seminar course, you will be required to attend, participate and contribute to the class proceedings on a regular basis. Your enthusiasm, interest, commitment, and demonstration of your comprehension of the subject matter in the class will, needless to say, be rewarded. ONE OF THE WAYS YOU MAY BE ABLE TO HELP THIS CAUSE IS BY READING THE WSJ ON A DAILY BASIS AND BRINGING INTO CLASS RELEVANT CURRENT EVENTS THAT ENHANCE YOUR UNDERSTANDING OF THE CONCEPT APPLICATION PHASE. Your APC will contribute 20% to your overall TLA.

GRADING SCHEME: Your performance in this class will be evaluated on the above 4 components. Your participation, enthusiasm and interest in the subject matter will help you do well in the class. Final grades will be awarded on the following basis…
- A---an average of 90 points in all work
- B---an average of 89-80 points in all work
- C---an average of 79-70 points in all work
- D---an average of 69-60 points in all work
- F---an average below 60 points

Link to MCB course policies: http://mcb.unco.edu/Faculty/pdf/standard_statements.pdf

IMPORTANT NOTES: We will use WSJs and other information resources to fully understand many of the applications of marketing concepts in business and industry. The primary methodology that we will be following is referred to Problem Based Learning (PBL). I would like each of you to familiarize yourself with the PBL concept. It is a PROCESS, that allows you to fully address, examine and understand THE PROBLEM”. The other important element that dictates every element of this class has to do with “Inside-Out” thinking and problem solving, which will sharpen your CTS (Critical Thinking Skills). Please keep in mind, this course is a concentrated eight-week course. Ergo, all the elements involved in the learning process in our classroom will come at you at break-neck speed. Please allocate and use your time wisely and effectively.
TENTATIVE SCHEDULE....

PART ONE: WHY, HOW AND WHAT OF MARKETING!

Week 1: (Jan 12-16)  Chapter 1---Overview of marketing for the 21st century...basic marketing concepts and terminologies are discussed along with the evolution of marketing in the 21st century. Evaluate the Marketing Process and its components. Chapter 2—Marketing Strategy and the components of marketing strategy will be discussed along with the elements of a marketing plan. Chapter 18 —CREATING LONG-TERM SUCCESSFUL GROWTH...competing on a GLOBAL basis using diligent entry strategies and marketing programs.

BUSINESS SCENARIO 1-ESSAY ON “NEW BELGIUM BREWERY”. Due date for this scenario is September 16th, 2014.

PART TWO: CONNECTING WITH CUSTOMERS!

Week 2: (Jan 19-23)  Chapters 4 &5—CUSTOMER RELATIONS...evaluating customer value to the firm and analyzing the consumer market and the consumer decision making process.

Chapter 6— THE BUSINESS-TO-BUSINESS MARKET...Analyze the characteristics of this market including characteristics of the market demand, types of organizations and the like.

Week 3: (Jan 26-30)  Chapter 7— MARKET SEGMENTATION AND TARGET MARKETING...analyzing the various segmentation strategies and target market selection criteria.

BUSINESS SCENARIO 2-ESSAY ON “NORDSTROM’S POSITIONING STRATEGY”, Due date for this scenario is October 25th, 2014.

PART THREE: BUILDING STRONG BRANDS!

Week 4: (Feb 2-6)  Chapter 8 & 9 – CREATING BRAND EQUITY...what is branding, why is it necessary, how to conduct a brand audit and brand evaluation.

CREATING BRAND POSITIONING STRATEGY IN A COMPETITIVE ENVIRONMENT...Analyze various brand management strategies.

PART FOUR: SHAPING THE MARKET OFFERINGS!

Week 5: (Feb 9-13)  Chapter 10——PRODUCT MANAGEMENT STRATEGIES...new product development, and other product related elements.

Chapter 11---MARKETING OF SERVICES...nature of services, evaluation of service quality, managing customer expectations and strategies for delivering customer value and satisfaction.

Week 6: (Feb 16-20)  Chapter 12—DEVELOPING PRICING STRATEGIES...price and non-price competition, technical and conceptual pricing strategies, elasticity and demand analysis in pricing.

BUSINESS SCENARIO 3-ESSAY ON “PRICING STRATEGY”. DUE DATE FOR THIS SCENARIO IS NOVEMBER 21ST 2014.
PART FIVE: DELIVERING AND COMMUNICATING VALUE!

Week 7: (Feb 23-29) Chapter 15, 16 & 17 – INTEGRATED MARKETING COMMUNICATIONS…developing effective communication methodologies and the communication process

Week 8: (Mar 2-6) WE WILL HAVE OUR FINAL PRESENTATIONS ON YOUR MARKETING AUDIT FINDINGS OF FIRMS YOU HAVE SELECTED. EACH OF YOU WILL HAVE ABOUT 20 MINUTES TO SHARE YOUR FINDINGS, ANALYSIS AND SYNTHESSES OF THE FIRM’S MARKETING STRATEGIES.

THIS IS A TENTATIVE SCHEDULE. I RESERVE THE RIGHT TO MODIFY THIS COURSE OUTLINE AS I SEE FIT BASED UPON THE NEEDS OF THE STUDENTS IN THE CLASS.

STUDENTS WHO BELIEVE THAT THEY MAY NEED ACCOMMODATIONS IN THIS CLASS ARE ENCOURAGED TO CONTACT THE DISABILITY SUPPORT SERVICES (970-351-2289) AS SOON AS POSSIBLE TO ENSURE THAT THESE ACCOMMODATIONS ARE IMPLEMENTED IN A TIMELY FASHION.

IMPORTANT NOTES—PLEASE KEEP THE FOLLOWING THOUGHTS IN MIND AT ALL TIMES—

1. Please make sure that you understand the various components that constitute your total evaluation process.
2. When you are called upon to contribute to class discussions, please be ready.
3. I do not tolerate dishonesty of any kind inside or outside the classroom at any time. Therefore, any dishonest actions will lead to academic and/or scholastic suspension.
4. You may come into my office during my office hours or by appointment at other times to chat with me regarding my problems you may have.

WITH YOUR COOPERATION, I GUARANTEE A GREAT SEMESTER!!!
REX HEER
Iowa State University
Center for Excellence in Learning and Teaching

MODEL OF LEARNING OBJECTIVES
<table>
<thead>
<tr>
<th>remember: recalling</th>
<th>understand: interpreting, exemplifying, classifying, summarizing, inferring, comparing, explaining</th>
<th>apply: executing, implementing</th>
<th>analyze: differentiating, organizing, attributing</th>
<th>evaluate: checking, critiquing</th>
<th>create: generating, planning, producing</th>
</tr>
</thead>
<tbody>
<tr>
<td>identifying</td>
<td>clarifying, paraphrasing, representing, translating</td>
<td>carrying out</td>
<td>discriminating, distinguishing, focusing, selecting</td>
<td>coordinating, detecting, monitoring, testing</td>
<td>hypothesizing</td>
</tr>
<tr>
<td>retrieving</td>
<td>illustrating, instantiating</td>
<td>using</td>
<td>judging</td>
<td>designing</td>
<td>constructing</td>
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MARKETING AUDIT ELEMENTS!

PLACE
- Retail
- Wholesale
- Mail order
- Internet
- Direct Sales
- Peer to Peer
- Multi-Channel

PRICE
- Strategies:
  - Skimming
  - Penetration
  - Psychological
  - Cost-Plus
  - Loss leader, etc.

PRODUCT
- Design
- Technology
- Userfulness
- Convenience
- Value
- Quality
- Packaging
- Branding
- Accessories
- Warranties

Physical Environment
- Smart
- Run-down
- Interface
- Comfort
- Facilities

PROCESS
- Especially relevant to service industries
- How are services consumed?

PEOPLE
- Employees
- Management
- Culture
- Customer Service

PROMOTION
- Special Offers
- Advertising
- Endorsements
- User trials
- Direct mailing
- Leaflets/posters
- Free gifts
- Competitions
- Joint ventures