Spring Quarter 2012

Marketing Management MKT430

Professor Joan Zielinski

This course will introduce you to the essentials of marketing: (a) the creation of value for customers and firms, and (b) the strategies and methods marketers use to successfully operate in today's dynamic environment. Specifically, the course goals are:

- To define the strategic role of marketing in the firm.
- To introduce students to the key elements of marketing analysis.
- To provide a sound conceptual and theoretical "tool kit" for analyzing marketing problems.
- To advance your understanding of the marketing process as a framework for looking at the world.

Course Organization

There are three main components of this course:

- **Class sessions**: Classes will involve a blend of lectures and case discussions. Students are expected to contribute to the class discussions based on their own business experiences and their preparation of the required readings.
- **Teamwork**: A significant amount of the work for this course will be done in teams. Although this work is done entirely outside the classroom, students' contributions to these efforts are considered an integral aspect of the course.
- **Individual work**: In addition to preparing for class sessions and group activities, students will complete several assignments on an individual basis. Students will sometimes be asked to individually answer case questions posted on the Blackboard web-site as part of preparation for the next day's class.

Groups

As noted above, teamwork is an essential component of the course (as it is in the workplace). Groups of 4-5 students will be created during the first week of class, by the instructor.

To ensure equal participation in group projects, team members are requested to evaluate each other's performance using the Team Evaluation Form. This form is to be submitted on the last day of class.

Final Exam

The final exam is a take-home case analysis. The case will be distributed in class Monday May 21 and be due at 5:00 PM on Monday June 4. Details on the final exam format and due date will be available later.

Course Readings

The course pack and the Kellogg on Marketing (Tybout and Calder) book are both required and can be purchased at the bookstore.

Optional text: In addition, Philip Kotler & Kevin Lane Keller, *A Framework for Marketing Management*, provides a comprehensive general overview of the marketing process, and it would be a nice addition to your library of business books. It is not, however, the explicit focus of class discussion or assignments and it is ***not*** required for the course.

Grading

Each student's overall course grade will be based upon the following:

- Class contribution 10%
- Quantitative analysis assignments (individual) 5% each
- Datril case write-up (group) 5%
- Calyx & Corolla case write-up (group) 15%
- You Pick Assignment (group) 10%
- Unilever case write-up (group) 15%
- Final exam (individual) 30%

Case write-ups are graded on a scale from 1 to 15. The grades are interpreted as follows:

- 1 – 3: Serious problems, probably structural
- 4 – 6: Some good insights, but needs more
- 7 – 9: Satisfactory: Some excellent work but some lapses
- 10 – 12: Sustained excellent work, no lapses
- 13 – 15: Inspired

Class participation grading is based upon attendance, on the quality of the contributions that you make to class discussion (not on the amount of "air time"), and on feedback on your participation in group assignments from your team. In addition, completion of pre-class discussion assessment questions will be factored into class participation grades.

Please feel free to ask any questions you want, in or outside of class, to maximize your understanding of the material. If you have a question, chances are that the same question is on the minds of some of your classmates as well. Thus, you are doing the class a favor by asking it.

Final grades usually range from A to C. The grading is “on the curve” with the total number of A’s at about 35%.

Attendance Policy

- You should be present for class every session; your learning is cheated by missing class.
- Each student should select a seat at the second class session; this will be your assigned seat for the term. Class will start promptly, and you are expected to be prepared to begin on time. Once class begins, please leave the classroom only in case of an emergency.
- However, I realize that other commitments sometimes make missing a class unavoidable. You have one “free miss.” Missing more than one class sessions may affect your grade.

- Kellogg Marketing has a “no laptop/electronics” policy. These devices may not be used in class unless you have specific permission from me.

Honor Code

In addition to Kellogg's Honor Code, the following rules apply to this class:

- Discussion cases may be prepared in groups or individually.
- Written cases are to be prepared by group members only. The cases are not to be discussed with out-of-group members.
- The final exam and quantitative assignments should be done individually and discussed with no one.
- Solutions to cases and assignments should never be discussed with students in other Professor’s sections of 430, or with students from prior or later sections of the class.

Preliminary Course Schedule Spring 2012

Week/Date	Topic	In-Class	Assignments	Reading
1/Mar 26	Introduction	The Marketing Concept.ppt hand-out (web-site)		Putting the Customer First – Always Shedding the Commodity Mindset
	Marketing Math	Marketing Math.ppt hand-out & BBoard Case: Bros Cord and Wire Company	Bross case discussion questions	Financial Aspects of Marketing Management Basic Quant Analysis Bross Cord & Wire
2/April 2	Market Analysis	Market Analysis hand-out. ppt hand-out & BBoard	Quantitative I: Break-Even Assignment due (web-site)	Market Attractiveness Analysis
	Market Analysis	McDonalds Discussion		
3/April 9	Market Analysis	Datril Debrief	Datril Write-Up due (web-site)	
	STP	Segmentation, Targeting and Positioning. ppt hand-out & BBoard		KOM: Chapters 2 and 4 Rediscovering Market Segmentation
4/April 16	STP	Segmentation, Targeting and Positioning.ppt hand-out & BBoard	Quantitative II Assignment due Maru Batting Cages	
	STP	USIR Case.ppt hand-out&BBoard	USIR Case questions	Customer Value Propositions in Business Markets
5/April 23	STP	Tata Nano Case	Tata Case Questions	
	Market Research & Consumer Behavior	TiVO Case (web-site)	Watch "People Like Us"	KOM: Chapter 18 Sultan, Fareena: Marketing Research: What is Marketing Research

6/April 30	STP	Calyx & Corolla Debrief	Calyx & Corolla Write-up due	
	Market Research & Consumer Behavior	TIVO Case (web-site)		KOM: Chapter 6 Chapter 6: Calkins: Brand Portfolio Strategy
7/May 7			TiVo Write-Up due (you pick)	
	Product & Service Design and Branding	Product/Service Design Hand-Out (web-site)		Discovering New Points of Differentiation
8/May 14	Product & Service Design and Branding	Apple Discussion	Quantitative III Assignment Due	The New Appeal of Private Label If Brands are Built over Years, Why are they Managed over Quarters?
	Pricing	Pricing Strategy Penrod and Prentice Cases Hand-out (web-site)	Penrod and Prentice Write-Up (you pick)	KOM: Chapters 9 and 8 Setting Value, Not Price
9/May 18	Promotions	Promotions Strategy Hand-out (web-site) Unilever Brazil Case Set-Up (case handed out in class)	Unilever Brazil Case Write-Up	KOM: Chapters 10, 13, and 14 Marketing Communications and Customer Response "The Fortune at the Bottom of the Pyramid"
	Integrated Marketing	Unilever Brazil Case Final Exam Distributed in Class		
10/May 21	Channels	Channels of Distribution hand-out	Invisalign Case Write-Up (you pick) Final Exam Distribution	KOM: Chapter 11 Make Your Dealers Your Partners

	Application	Marketing Yourself Interviewing	STP Interviewing (web-site)	
Mon June 4	**Final Exam Due 5:00 PM**			