Kellogg School of Management

Winter Quarter 2011-2012

Marketing Management MKT430

Professor Julie N. Hennessy

This course is intended to introduce you to the essentials of marketing: the creation of value for customers and firms and 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 of 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. Frequently, students will 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. Groups of 4-5 students will be assigned 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 includes case analysis. The case will be distributed in class Tuesday 3/6 and be due at 5:00 PM on 3/13. This is a take-home assignment. 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 may be purchased at the bookstore.

In addition, the following textbook may be a nice addition to your library of business books: Philip Kotler & Kevin Lane Keller, A Framework for Marketing Management. This book provides a comprehensive general background on marketing and is a good reference. 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 5%
- 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

- I want you in 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 precisely at the bottom of the hour and each student is expected to be prepared to begin at that time. Once class begins, you may leave the classroom only in case of an emergency.

- However, I realize that other commitments sometimes make missing a class unavoidable. You have two “free misses”. Missing more than two class sessions may affect your grade.

- I have 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 Winter 2012

	Date	Topic	In-Class	Assignments	Supporting Reading
1.	Tuesday 1/3	Introduction	The Marketing Concept hand-out (web-site)		Putting the Customer First – Always Shedding the Commodity Mindset
2.	Friday 1/6	Marketing Math	Marketing Math hand-out (web-site) Case: Bros Cord and Wire Company	Consider case discussion questions	Financial Aspects of Marketing Management
3.	Tuesday 1/10	Market Analysis	Market Analysis hand-out (web-site)	Quantitative I: Break-Even Assignment due (web-site)	
4.	Friday 1/13	Market Analysis	McDonalds Discussion		
5.	Tuesday 1/17	Market Analysis	Datril Debrief	Datril Write-Up due (web-site)	
6.	Friday 1/20	Segmentation, Targeting and Positioning	Marketing Yourself		

7.	Tuesday 1/24	Segmentation, Targeting and Positioning	Segmentation, Targeting and Positioning hand-out (web-site)	Quantitative II Assignment due	KOM: Chapters 2 and 4 Rediscovering Market Segmentation
8.	Friday 1/27	Segmentation, Targeting and Positioning	Segmentation, Targeting and Positioning hand-out (web-site)		
9.	Tuesday 1/31	Segmentation, Targeting and Positioning	USIR Case (web-site)	Consider USIR Case questions	Customer Value Propositions in Business Markets
10.	Friday 2/3	Segmentation, Targeting and Positioning	Tata Nano Case	Consider Tata Case Questions	
11.	Tuesday 2/7	Segmentation, Targeting and Positioning	Calyx & Corolla Debrief	Calyx & Corolla Write-up due	
12.	Friday 2/10	Market Research, Consumer Behavior	TiVO Case (web-site)		KOM: Chapter 18 Marketing Research: What is Marketing Research
13.	Tuesday 2/14	Market Research, Consumer Behavior	TIVO Case (web-site)	TiVo Write-Up due (you pick)	KOM: Chapter 6 Kellogg on Branding: Chapter 6 (case packet)

14.	Friday 2/17	Product/Service Design and Branding	Product/Service Design Hand-Out (web-site)		The New Appeal of Private Label Discovering New Points of Differentiation
15.	Tuesday 2/21	Product/Service Design and Branding	Apple Discussion	Quantitative III Assignment Due	If Brands are Built over Years, Why are they Managed over Quarters?
16.	Friday 2/24	Pricing	Pricing Strategy Hand-out (web-site)		KOM: Chapters 9 and 8
17.	Tuesday 2/28	Pricing	Penrod and Prentice Cases (web-site)	Penrod and Prentice Write-Up (you pick)	Setting Value, Not Price
18.	Friday 3/2	Promotions	Promotions Strategy Hand-out (web-site) Unilever Brazil Case Set-Up (case handed out in class)	Quantitative IV Assignment Due	KOM: Chapters 10, 13, and 14 Marketing Communications and Customer Response "The Fortune at the Bottom of the Pyramid"

19.	Tuesday 3/6	Integrated Marketing	Unilever Brazil Case Final Exam Distributed in Class	Unilever Brazil Case Write-Up Final Exam Distribution	
20.	Friday 3/9	Channels	Channels of Distribution hand-out	Invisalign Case Write-Up (you pick)	KOM: Chapter 11 Make Your Dealers Your Partners
	Tuesday **3/13**	**Final Exam Due** **5:00 PM**			