

MARKETING 430, Section 71

Dr. Randall J. Voorn
Summer Quarter 2009

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NORTHWESTERN UNIVERSITY
KELLOGG SCHOOL OF MANAGEMENT

Marketing 430, Section 71
Summer Quarter 2009

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WEEK DATE	TOPIC	ASSIGNMENT
<u>I. OVERVIEW TO MARKETING MANAGEMENT</u>		
1 6/22	Introduction to Marketing Management & Market Assessment	Prepare the Starbucks Case Questions for class discussion.
<u>II. FORMULATING MARKETING STRATEGY & THE VALUE PROPOSITION</u>		
2 6/29	Developing Marketing & Competitive Strategies	Preview the 'Positioning Application Assignment Requirements.'
3 7/6	Marketing Strategy Structural Problems & Issues; Student Positioning Application Presentations	Read the Land Rover North America Case - Preview Team Case Assignment.
4 7/13	LRNA Team Case Due/Discussion (Student Team Presentations)	Read the 'Meter Wars' Case and Assignment Requirements.
5 7/20	Meter Wars Case [Individual] and Product Strategy	Prepare the Black & Decker Case Questions for class discussion.
<u>III. DEVELOPING THE MARKETING MIX STRATEGIES</u>		
6 7/27	Channel Strategy and Services Strategy	No Assignment.
7 8/3	Goodyear Aquatred Launch Case Due [Individual]	Prepare Blogging at BzzAgent Case Questions for class discussion.
8 8/10	Integrated Marketing Communications & Pricing Strategy	No Assignment.
9 8/17	Autobytel.com Case Due [Individual]	Prepare the XM Satellite Radio (A) Case questions for class discussion.
<u>IV. STRATEGIC MARKETING PLANNING</u>		
10 8/24	Strategic Marketing Planning & Business/Marketing Strategy	Prepare GM vs. Toyota Case Questions for Class Discussion; Read/Skim 'X-Factor Case' for Case Assignment Preview and Discussion.
11 8/31	FINAL EXAM INDIVIDUAL CASES DUE BY 6:00 PM! (none will be accepted late)	

Nature and Purpose of the Course

This course deals with the management of marketing functions in modern profit and nonprofit organizations. The major purposes of this course include:

1. To critically analyze the task of marketing under contemporary conditions and to examine the major functions that comprise the marketing task.
2. To evaluate various types of policies that can be employed in guiding the marketing activity.
3. To develop an awareness of the major types of marketing problems faced by organizations, with emphasis on sound analytical approaches to effective decisions.
4. To integrate specific marketing decisions to develop a sound marketing plan for a product or service.

Required Course Materials

Optional Text: Kotler, P.; and Keller, K. Marketing Management 13th Ed., Pearson/Prentice Hall, 2009.
 Required: Marketing 430 Case Packet.

Evaluation of Student Work

Each student will be evaluated on the following basis:

	<u>% Weight</u>	<u>Points</u>
Positioning Application Assignment (Individual)....	10%	10
Land Rover North America Case (Team).....	15%	15
Meter Wars Case (Individual).....	20%	20
Goodyear Aquatred Case (Individual).....	15%	15
Autobytel.com Case (Individual).....	15%	15
Final Examination Case (Individual).....	25%	<u>25</u>
		100 pts.

A final course grade will be based on the following course points grading system:

A Grade	=	90-100 points
B Grade	=	80-89 points
C Grade	=	70-79 points

Case grades will reflect a letter grade and the points earned. Case grades will also reflect 'high,' 'medium,' or 'low' letter grades, indicating the strength of the letter grade (e.g., a 'high' A case paper grade would be a flawless paper, while a 'low' A grade would reflect several areas of minor weakness, but no weaknesses on a major case decision). An A case grade typically will not have a weakness on a major case decision.

Class Sessions

Rather than merely rehashing concepts developed in the text, class sessions will be devoted to probing, extending, illustrating and applying the text material. It shall be assumed that students have read the text assignments before coming to class. The instructor will provide detailed assignments the week before a particular class. Case assignment questions may be found at the end of each case. Laptops are allowed in the classroom, but only for class discussion note taking.

Class Discussion and Contribution

Each student is expected to contribute to class discussion. To a substantial extent, the benefit students derive from the assignments is related to their willingness to expose their viewpoint to the critical judgment of the class. Do not be reluctant to voice your opinion.

Class Attendance

Class attendance is a vital part of the learning experience for this course. As

well, a student's class participation/discussion/contribution may impact a his/her final course grade. Students are expected to attend all class sessions. Students who miss more than two class sessions will not be allowed to remain in the course.

Written Cases

Aside from the final examination case, four written cases and one positioning application assignment have been assigned. The first case will be analyzed and prepared on a group basis. Group written cases are due at the beginning of our class session as noted in the syllabus; none will be accepted late. The other three cases and positioning assignment are individual case papers using a case format provided by the professor. These papers are also due at the beginning of our class sessions as noted in the syllabus; none will be accepted late. The professor will provide specific parameters for these cases, including key case grading criteria. Your professor will provide specific case outlines, formats and parameters for all written cases in the class sessions before the cases are due.

Reading Cases

The remaining cases are to be read, analyzed, and prepared for class discussion. The instructor will call on class members to present and defend their answers and recommendations regarding case issues.

The 'Final Examination'

There will not be a traditional "final examination" in this course. A final written take-home case will be analyzed by each student and is due on the 11th class session (due at 6:00 pm). No final cases will be accepted after that time, so students must plan ahead. The professor will provide case structure parameters and grading criteria during the 10th class session.

Honor Code

The honor code will be applied to the course in the following manner: it is expected that all written and reading cases will be done on either an individual or group basis (see specific case assignments) without examining analyses done by students in either the present or previous classes. This also means that groups will not caucus with other groups during the case analysis process. Any violation of the honor code should be reported to the professor.

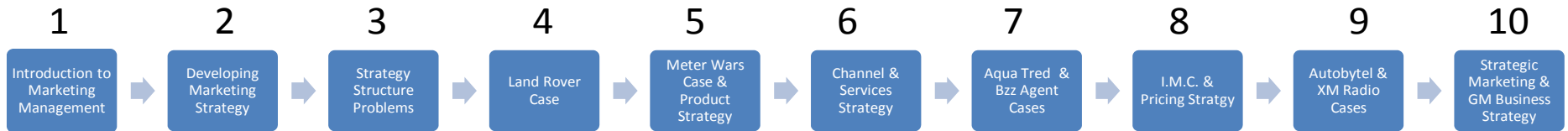
Instructor/Student Interaction

If at any point during the course you have questions regarding the preparation of cases or the marketing plan, or other course-related issues, please do not hesitate to contact the professor either by phone or in person. To meet in person with the instructor outside of class, please arrange a convenient time to meet. If you are having problems with the material in this course, it is to your advantage to contact the instructor as early as possible since the material in weeks 5 through 9 builds upon the material covered during weeks 1 through 4.

YOUR PROFESSOR IS HERE TO HELP YOU LEARN! PLEASE ASK FOR HELP IF YOU NEED IT.

MARKETING MANAGEMENT

(Subject Matter Sequence)



Marketing Strategy Development
(Marketing Strategy & Positioning Application)

HIGHLIGHTS

- Marketing Strategy Development Process
- Positioning & Differentiation
- Value Propositions
- Applications to specific company challenges
 - Land Rover
 - Johnson & Johnson Ultra Meters
 - Student company Positioning Strategies

Supporting Marketing Mix Strategies
(Specific Mix Strategy Case Applications)

HIGHLIGHTS

- Key management decisions in marketing mix areas
- Applications to specific company challenges:
 - Black and Decker
 - Blogging at BzzAgent
 - Good year Aquatred
 - Autobytel.com
 - XM Satellite Radio
 - General Motors vs. Toyota