Kellogg School of Management

Winter Quarter 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.

Groups

As noted above, teamwork is an essential component of the course. Groups of 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 is a case analysis. The case will be distributed in class Saturday 3/3 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 is required and may be purchased at the bookstore.

In addition, we will use readings from Kellogg on Marketing.

Grading

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

- Class contribution 5%
- Quantitative analysis assignments (individual) 20% (5% each assignment)
- Datril case write-up (group) 5%
- Calyx & Corolla case write-up (group) 15%
- TiVo case write-up (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.

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 40%.

Attendance Policy

- I want you in class every session; your learning is cheated by missing class.
- 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.

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.
- **I have a "no laptop" policy. Laptops may not be used in class unless you have specific permission from me.**

Preliminary Course Schedule Winter 2012

	Date	Topic	In-Class	Assignments	Supporting Reading
1.	Saturday 1/7	Introduction Marketing Math	The Marketing Concept hand-out (web-site) Marketing Math hand-out (web-site) Case: Bros Cord and Wire Company	Consider case discussion questions	Putting the Customer First – Always Shedding the Commodity Mindset Financial Aspects of Marketing Management
2.	Saturday 1/14	Market Analysis	Market Analysis hand-out (web-site) McDonalds Discussion (no prep)	Quant 1: Break-Even Assignment due (web-site)	
3.	Saturday 1/21	Market Analysis Segmentation, Targeting and Positioning	Datril Debrief	Datril Assignment due	KOM: Chapters 2 and 4 Rediscovering Market Segmentation

4.	Saturday 1/28	Segmentation, Targeting and Positioning	Segmentation, Targeting and Positioning hand-out (web-site)	Quant II: Customer Lifetime Value due	
5.	Saturday 2/4	Marketing Research, Consumer Behavior	Case: USIR Tata Nano Case (web-site)	Consider USIR case questions Consider Tata Nano case questions	Customer Value Propositions in Business Markets
6.	Saturday 2/11	Marketing Analysis	Calyx & Corolla Debrief TiVo Case Discussion	Calyx & Corolla Write-up due Consider TiVo Case Questions	KOM: Chapter 18 and 6
7.	Saturday 2/18	Product/Service	Designing and Branding hand-out (web-site) Apple Discussion	TiVo Case Write-Up Due	Discovering New Points of Differentiation The New Appeal of Private Label
8.	Saturday 2/25	Pricing	Pricing Strategy Hand-out (web-site) Penrod and Prentice Cases	Consider Penrod and Prentice Case Questions Quant III: Price Elasticity due	KOM: Chapters 9 and 8 Setting Value, Not Price

9.	Saturday 3/3	Promotions	Promotions Strategy Hand-out (web-site) Unilever Case Set –Up (case packet)	Read Unilever Case Final Exam Distribution Quant IV: Cannibalization due	KOM: Chapters 10, 13, 14 Marketing Communications and Customer Response Beyond Paid media: Marketing's New Vocabulary
10.	Saturday 3/10	Channels	Unilever Brazil Case Debrief Channels of Distribution Hand-Out	Unilever Case Write-Up Due	KOM: Chapter 11
	Tuesday **3/13**	**Final Exam Due** **5:00 PM**			