

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 Tuesday 3/9 and be due at 5:00 PM on 3/16. 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, the following textbook is recommended for 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. You may also want to take a look at copies of Kellogg on Marketing, Kellogg on Branding and Kellogg on Advertising and Media.

Grading

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

- Class contribution 10%
- Quantitative analysis assignments (individual) 10%
- Datril case write-up (group) 5%
- Calyx & Corolla case write-up (group) 15%
- “You Pick” case write-up (group) 10%
- Unilever case write-up (group) 20%
- 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 two “free misses”. Missing more than two 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.**