



MKT 4395-001 – 21022
Strategic Marketing Management
Spring, 2015

Time: MW – 12:00 PM to 1:20 PM
Room: COBA 331
Instructor: Edward “Ed” Ramirez, Ph.D.
Office Hrs: MW 11:00 AM to 12:00 PM - COBA: 214
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Office: 915-747-7729
Email: eramirez29@utep.edu

Required Text: Kotler and Keller (2010) *Marketing Management* 13th edition, Pearson Prentice Hall ISBN: 978-0136009986.

Required Cases:

You will need to purchase the following cases from Ivey Publishing (<https://www.iveycases.com/Default.aspx>).

1. Case #: 9A99A017
“Carvel Ice Cream - Developing the Beijing Market” by Mark B. Vandenbosch, Tom Gleave
2. Case #: 9A98M006
“Starbucks” by Mary M. Crossan, Ariff Kachra
3. Case #: 9A87A001
“Gatorade” by John R. Kennedy, Paul Bandiera
4. Case #: 9B04A015
“Alchemy Training Firm” by June Cotte, Alan (Wenchu) Yang
5. Case #: 9B01A026
“Canadian Tire: Selecting a Social Marketing Program” by Robert J. Fisher, Karen Bong; Ken Mark
6. Case #: 9B05A013
“Morgan's Rock Hacienda & Ecolodge” by Shuo Wang; Judy Siguaw; Penny M. Simpson
7. Case #: 9B04A003
“Toyota: Driving the Mainstream Market to Purchase Hybrid Electric Vehicles” by Jeff Saperstein, Jennifer Nelson



8. Case #: 9A99A037
“Ben & Jerry's – Japan” by James M. Hagen

Course Description:

Strategic Marketing Management is integrated course in marketing, with emphasis on marketing strategy and planning. As such, it provides students with in-depth knowledge on the marketing mix, market analysis, marketing research, services marketing, and sales management. The course looks at marketplace opportunities from the perspectives of top management from corporations of all sizes and in all phases of the company/product life cycle.

Course Objectives:

This course will place the student in the role of a CMO (Chief Marketing Officer). Thus, it will provide a working knowledge of marketing strategy and financial concepts, assist in develop problem-solving skills, offer experience in strategic decision-making, and increase understanding of the limitations of strategic tools and concepts.

Course Prerequisites: MKT 3300, MKT 4301, and FIN 3301 or graduate standing

Requirements:

1. Read the recommended text and any additional assignments before class.
2. Participate in group project.
3. Actively participate in class discussions and exercises.

Course Grading:

Students' understanding of the course material will be assessed through two (2) Case-Write ups, a written mid-term and final exam, class participation, and a team project (Case Presentation and Case Analysis).

Meaningful class participation is expected. This means that you should go beyond understanding the basic concepts, as you will be expected to defend your point of view in both written and verbal form.

Grades will be awarded based on the following:

200 points	Class Participation
100 points	Case Write-ups
200 points	Case Presentation
200 points	Case Analysis





200 points Midterm and Final Exams
900 points Total

Team Project:

You will be placed on a team that will share the duty of presenting a business case during our final weeks of class (Case Presentation). You and your team will produce a detailed analysis for the case (Case Analysis) that you are presenting, as well. I will discuss details on the first day of class.

Laptop Usage: Laptop usage is permitted *for note taking* only during class.

Attendance and Punctuality:

Attendance is your responsibility. It is unlikely that any student will successfully complete the course without regular attendance, as the class is highly interactive and it features several in-class exercises where you are to demonstrate your skills and creativity. For this reason, it is imperative that you attend every class period. If you have more than 3 absences—for whatever reason, **you will be dropped from the course**. Please, arrive early and take your seat quickly and quietly. Arriving late hinders all students and is considered disruptive to everyone in the class.

Academic Dishonesty:

“Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part in another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HOP) and available in the Office of the Dean of Students, may result in sanctions ranging from disciplinary probation, to failing grades on the work in question, to failing grades in the course, to suspension or dismissal, among others.”

“It is a violation of copyright laws to copy any portion of the textbook.”

Statement on Disability:

If you feel that you may have a disability that requires accommodations, contact the Disabled Student Services Office at 915-747-5148; go to the Union Building East, Room 106, or email: dss@utep.edu.



PLEASE TURN OFF OR PLACE ON SILENT MODE ANY CELL PHONES, PAGING DEVICES, PDA'S, etc., DURING CLASS AS A COURTESY TO YOUR INSTRUCTOR AND YOUR CLASSMATES.

TENTATIVE CLASS SCHEDULE / TOPIC DISCUSSION

WEEK	DAY	DATE	SUBJECT	TOPIC
1	Wednesday	Jan. 21	Intro / Syllabus Overview	Course overview
	Monday	26	Chapter 1	Defining Marketing
2	Wednesday	28	Chapter 2	Developing Marketing Strategies
	Monday	Feb. 2	Chapter 3	Gathering information and scanning the Environment
3	Wednesday	4	Chapter 4	Marketing Research
	Monday	9	Case 1	Carvel Ice Cream—Developing the Beijing Market
4	Wednesday	11	Chapter 5	Customer Value, Satisfaction, and Loyalty
	Monday	16	Chapter 6	Analyzing Consumer Markets
5	Wednesday	18	Chapter 7	Analyzing Business Markets
	Monday	23	Chapter 8	Identifying Market Segments and Targets
6	Wednesday	25	Case 2	Starbucks (written Case Write-up, due by email before class)
	Monday	Mar. 2	Chapter 9	Creating Brand Equity
7	Wednesday	4	Chapter 10	Crafting the Brand Position
	Monday	16	Chapter 11	Dealing with the Competition (Midterm due before class by email)
8	Wednesday	18	Chapter 12	Setting Product Strategy
	Monday	23	Chapter 13	Designing and Managing Services
9	Wednesday	25	Chapter 14	Developing Pricing Strategies and Programs
	Monday	30	Chapter 15	Designing and Managing Integrated Marketing
10	Wednesday	April 1	Chapter 16	Managing Retailing, Wholesaling, and Logistics
	Monday	6	Case 3	Gatorade (written Case Write-up, due by email before class)
11	Wednesday	8	Chapter 17	Designing and Managing IMCs
	Monday	13	Chapter 18	Managing Mass Communications
12	Wednesday	15	Chapter 19	Managing Personal Communications
	Monday	20	Chapter 20	New Market Offerings
13	Wednesday	22	Case 4	Alchemy Training Firm
	Monday	27	Chapter 21	Managing Holistic Marketing
14	Wednesday	29	Read each case	Team Presentations
	Monday	May 4	Read each case	Team Presentations
15	Wednesday	6	Read each case	Team Presentations
	Friday	15		Final Exam (due by 3:45pm by email)

*This is a tentative course schedule and is subject to change.