



MKT 5311 – AMBA – SPRING 2016
MARKETING MANAGEMENT

Instructor: Dr. Fernando R. Jiménez

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Office Hours: Thirty minutes before and after class based on demand. By appointment.

Course Description

Analysis of policy formulation by marketing management with special emphasis on the influence of internal and external environment factors that affect the competitive strategies of a marketing firm. This class will provide you with an overview of the marketing management process and will introduce you to marketing management decisions.

Course learning objectives

Objective	Level	Activities	Assessment Tool
1. Acquire marketing jargon.	Knowledge	Readings	Exams, WSJ quizzes
2. Understand the role of marketing in the organization and its relation to other functional areas.	Comprehension	Class discussion Readings	Exams, assignments, readings summaries
3. Examine and interpret information used by marketing managers in decision-making.	Application Analysis	Teamwork Class discussion	Assignments, Case reports Reading summaries
4. Ability to transfer knowledge for decision-making.	Synthesis Evaluation	Class discussions, teamwork, project, cases	Projects, Case reports



Attendance

Students must attend all sessions. Attendance is a necessary condition for reaching learning objectives. Absenteeism, whether intentional or unintentional, will have a negative and substantive impact on learning and grades. A single class session may account for as much as 10% of class content and in-class assignments. Missing one session could mean a reduction of a letter grade. Students that incur in 3 absences (justified or not) will be automatically dropped from the class.

If a student must miss a session, she/he must provide official documentation that substantiates a valid reason (e.g., work travel or medical condition). Excused absences still count as absences. The only difference is that unexcused students cannot submit assignments for credit while excused students can email assignments on the due date. Late assignments will not be accepted. Although excused students may submit reports and summaries, in-class assignments and/or presentation points will be forfeited.

Grading

<i>Exams (2)</i>	<i>200</i>
<i>Reading summaries</i>	<i>200</i>
<i>Case reports</i>	<i>200</i>
<i>In-class assignments</i>	<i>200</i>
<i>Team project</i>	<i>100</i>
<i>Team presentation</i>	<i>50</i>
<i>WSJ quizzes</i>	<i>50</i>
<i>TOTAL</i>	<i>1000</i>

Exams

There will be two exams: a midterm and a final. Exams will cover material discussed in class. The instructor will judge whether a make-up exam can be allowed based on proper documentation (i.e., medical or work) and university calendar.

Case Reports

Case reports must be typed and submitted in print at the beginning of the session. Late submissions will not be accepted. Reports must follow a standard format of case analysis and clearly identify section headings. Length is up to the student. Avoid “re-writing” excerpts from the case. The shorter the better. For example:

1. Situation analysis
2. Problem definition
3. Identify reasonable alternatives
4. Explain the recommended course of action
5. Justify the recommendation (cost/benefit vs. other alternatives)
6. In addition, sometimes the instructor may ask specific questions about the case.

In-class Assignments

Based on readings and other materials, students will be asked to complete in-class assignments. Students must submit their work (email or paper) by the end of the session. Assignments will be graded. Submission of an assignment does not guarantee full credit.



Participation

Student participation is highly encouraged. Participation may involve questions, comments, examples, or ideas. Students are expected to participate in a collegial and well-intentioned manner. Expressing your thoughts will help you remember concepts. More importantly, participation helps you organize your thoughts and assign practical meaning to the concepts in the real world.

Reading Summaries

Summaries must be typed and submitted in-print (emails will not be accepted). Summaries per article should not exceed one page. An adequate summary should answer the following questions:

- 1) What's the main point of the article?
- 2) Why is the article relevant to marketing/business managers?
- 3) Provide an example of an application of the article to a current business situation.

For empirical papers (containing stats, equations, etc.), students can skip the methodology and analysis sections and only focus on the introduction and the managerial implications.

Team Project

The objective is to build an understanding of decision-making and problem-solving in marketing management. The group project is a written paper of minimum 15 and maximum 20 double-space pages inclusive of executive summary, figures, tables, and references.

The paper should elaborate a well-structured recommendation on how to improve one aspect of marketing management in an organization (based on articles from the WSJ). At a minimum, the paper should contain:

- 1) Executive Summary
- 2) Situation analysis
 - a. What organization is it?
 - b. Internal environment
 - c. External environment
- 3) Problem description.
 - a. What is the current situation?
 - b. Why is it a problem?
 - c. Consequences of not fixing the problem
 - d. Benefits of fixing the problem
- 4) Recommendation
 - a. Alternatives
 - b. Explanation of the recommended action
 - c. Cost-benefit analysis: recommendation vs. alternatives
 - d. Plan for implementation (who will do it, how, and when).
 - e. How is the organization going to measure the effectiveness of the recommendation?
- 5) References



Team Presentation

In addition to the report, a 15-minute summary of the recommendation will be professionally presented in class. The presentation should be supported by graphic materials (e.g., graphs, pictures, tables). A hand-out of your presentation along with a one-page executive summary must be provided to all members of the audience. All team members must participate.

Team formation will be your responsibility. The size of the group will be dependent on the size of the class. I will let you know about the final group size by the second class meeting. Team projects and presentations must be submitted electronically and in-print on the due date at the beginning of the session. Late submissions will be penalized progressively.

Required class materials

Subscription to WSJ will be required. <http://student.wsj.com/>. Registration to the WSJ assessment center is also required <http://wsjassessment.com/e/i/OTAzLzkyOS8zNDA3>. An invitation to join our class assessment website will be sent to registered students. Online quizzes will be delivered via WSJ assessment center. Contact lisa.stuart@wsj.com if you have questions.

Required Readings: A list of required readings will be provided in session agendas. Session agendas will be posted on BB in advance. Readings can be accessed through the on-line UTEP library <http://libraryweb.utep.edu/>. Contact a librarian if you have any questions.

Required cases: An invitation to our class case list will be sent to registered students. In addition, students can access cases at: <https://cb.hbsp.harvard.edu/cbmp/access/43397601> Students who do not register/purchase the cases from the HBR store will not receive credit for case reports.

Recommended books:

- a. Kotler and Keller (2012) Marketing Management 14th ed. Pearson.
- b. Best, Roger J. (2012) Market-Based Management. 6th ed. Prentice Hall.

Class Policies

- Follow business etiquette.
- Arrive on time and stay for the full class period.
- The use of laptops, tablets, or other electronic devices is allowed as long as it contributes to your learning process. Use your judgment.
- Talking to your classmates, reading newspapers, magazines, or material for other purposes is not allowed during the lectures.
- Students should limit the number of times going outside the classroom. Breaks will be provided, so that students can use the restroom or make phone calls.
- Students are NOT allowed to take pictures or record sound/video inside the classroom without prior consent by the instructor.
- Disrupting class is not beneficial to a learning environment.
- To ensure an adequate learning environment, the instructor may penalize and/or dismiss a disruptive student.



Special Accommodations for students

If you need classroom accommodations (e.g., need special seating arrangements, need to record class sessions, need to be provided class slides or notes), please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by email to cass@utep.edu, or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at www.sa.utep.edu/cass.

Academic Dishonesty

Academic dishonesty is an assault upon the basic integrity and meaning of a University. Cheating, plagiarism, and collusion in dishonest activities are serious acts which erode the University's educational and research roles and cheapen the learning experience not only for the perpetrators, but also for the entire community. It is expected that UTEP students will understand and subscribe to the ideal of academic integrity and that they will be willing to bear individual responsibility for their work. Materials (written or otherwise) submitted to fulfill academic requirements must represent a student's own efforts. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. Violations will be referred to the Dean of Students Office for possible disciplinary action. Students may be suspended or expelled from UTEP for such actions.

For more information visit: <http://sa.utep.edu/osccr/>

The Faculty Senate, recommended the following list of student services:

Student Counseling Center: <http://sa.utep.edu/counsel/>; (915) 747-5302
202 Union West; walk-ins encouraged

Student Health Center: <http://chs.utep.edu/health>; (915) 747-5624
Many services free to students paid for through student health fee

Center for Accommodations and Support Services: <http://sa.utep.edu/cass>
106 Union East; (915) 747-5148
For disability accommodations

[Student Engagement and Leadership Center: http://sa.utep.edu/selc](http://sa.utep.edu/selc)
106 Union West; (915) 747-5670
Includes study space with workstations; family friendly room with lactation space

Career Center: <http://sa.utep.edu/careers>; 103 Union West; (915) 747-5640

Minetracker: <https://minetracker.utep.edu/> Events, news and organizations



Class Schedule

MKT 5311 MR 5.30 - 9.30 Spring 2016 Dr. Jiménez ~ Readings for each session appear on the session agenda (Blackboard).

Session	Date	Subject	Case
1	4-Jan	Introduction to Marketing Management	
2	7-Jan	Marketing Management and Firm Performance	
3	11-Jan	Market Competition Analysis	Black & Decker
4	14-Jan	Segmentation, targeting, positioning	Colgate Palmolive Company
	18-Jan	No class - University holiday	
5	21-Jan	Customer Data Analysis and Marketing Decision Making	Harrah's Entertainment Inc. Starbucks
6	25-Jan	Brand Management	Mountain Man Brewing Co. Dove: Evolution of a Brand
7	28-Jan	Product and Innovation Management	Snapple
		Midterm Exam	Aqualisa Quartz
8	1-Feb	Value Chain Management	Showrooming at Best Buy Tesco Group Food
9	4-Feb	Price Management	Virgin Mobile USA The New York Times Paywall
10	8-Feb	Integrated Marketing Communications (IMC) Management	HubSpot Sephora Direct
11	11-Feb	International Marketing Management	IKEA Lenovo
12	15-Feb	Final Exam/ Final Presentations	