

**Department of Marketing and Management
THE UNIVERSITY OF TEXAS AT EL PASO**

**MKT 4395 – STRATEGIC MARKETING MANAGEMENT
Summer II 2015**

Instructor and office hours: Dr. John Hadjimarcou, Professor of Marketing
Availability outside class: M-F from 1:50 pm to 2:30 pm in BUSN 230, by appointment, and by e-mail via Blackboard.

Introduction

Marketing is the only revenue-generating function of both profit and non-profit organizations. Without proper marketing strategies, even the most innovative products, services, and ideas might fail in the marketplace. Strategic marketing management examines the marketing function from idea conception through marketing research to commercialization. It's a continuous process that involves numerous activities, some more scientifically oriented than others. This course is designed to provide an overview of this process. While each area is not covered in depth, you will acquire the knowledge necessary to help you find more sophisticated strategies and processes, if it is necessary. At the end of the course, you are expected to develop an appreciation of the marketing function and its critical importance within an organization.

Course Learning Objectives

Objective	Activities	Assessment Tools
1. Acquire the necessary skills and knowledge to understand, interpret, and analyze modern marketing theories and practices.	In-class discussions, activities and lectures, articles posted on BlackBoard	Exams, case analysis rubric, participation
2. Develop an understanding of marketing in the context of all business functional areas	Case analysis, discussions on current marketing issues, articles	Exams, case analysis rubric, participation
3. Appreciate the context of marketing from both an academic and practitioner perspective	Case analysis, articles on Blackboard	Case analysis rubric, participation
4. Investigate and report on	Discussions	Participation

Attendance and Participation

Attendance and active participation are required and expected. Each missed class will result in an overall grade reduction of 1%. If you miss four or more classes, you will be dropped from the class by the instructor. Please see more information regarding participation below.

Grading

- **Four Exams – 50 %**
All exams will cover material discussed in class and/or assigned for reading outside the classroom. Each exam will include ten short essay-type questions. The final exam will NOT be comprehensive in nature, although it is assumed that students will be able to employ general concepts and methods discussed throughout the summer session.
- **Two Team Case Analyses (written) and Presentations (oral) – 30%**
Each team is expected to analyze in writing and present two cases. The instructor will designate the cases eligible for analysis during the first week of the summer session. The written portion of the case analysis should follow the format as discussed in Chapter 3 (see, specifically, the discussion on p. 65) and demonstrated in the Appendix (p. 687). It is important to note that each case is unique. In fact, that is exactly why case analysis is a very worthwhile educational tool. Therefore, do not expect to be able to apply or use all tools outlined in Chapter 3 and the Appendix. Regarding the oral presentation of each case, please note the advice provided on p. 64 of the textbook. Both the written case analysis and the PPT presentation must be turned in to the instructor in print for grading PRIOR to the start of the presentation.
- **Individual Case Analysis (written) – 10%**
The expectations for the individual case analysis are much simpler. For this case analysis you are expected to a) identify the problem or opportunity, b) propose and describe two alternative marketing strategies, c) recommend one of the alternative strategic actions and explain why, and d) elaborate on the pluses and minuses associated with the recommended strategy. The written case analysis must be no more than one page long, single space using 12-point font. This case analysis needs to be organized in three paragraphs, which address the expectations above: paragraph 1 – a), paragraph 2- b), and paragraph 3 – c) & d). The individual case for analysis will be posted on Blackboard on Friday, July 31 @ 2 pm and will be due on August 3 on or before noon (12 pm).
- **Participation – 10 %**
Student participation is greatly encouraged, whether is in the form of

questions, answers, opinions, or ideas. The instructor welcomes all forms of meaningful participation. Therefore, students who participate in class discussions on a consistent basis will receive the full credit allocated to participation. In order to take full advantage of the potential benefits embedded in the art and science of case analysis, I urge you to read the advice offered on p. 64 of the textbook (see “Class Discussion”). My lectures are done in a friendly, non-adversarial manner, which is conducive to student participation. Please feel free to express your opinions, question the opinions of others, either those of classmates or mine, and offer your insight regarding the issues that will cover in the course of this session. An integral part of the course is the discussion of current marketing/business events.

Required textbook:

Kerin, Roger A. and Robert A. Peterson, Strategic Marketing Problems, 13th Edition (2013), Upper Saddle River, New Jersey: Pearson.

Tentative Schedule:

<i>Class meeting #</i>	<i>Day of Week</i>	<i>Date</i>	<i>Topic</i>
1	M	July 6	Overview of the course/syllabus Foundations of Strategic Marketing Management (1) Appendix A: A Sample Marketing Plan Form teams
2	T	July 7	Foundations of Strategic Marketing Management (1) Appendix: Preparing a Written Case Analysis
3	W	July 8	Financial Aspects of Marketing Management (2)
4	R	July 9	Financial Aspects of Marketing Management (2)
5	F	July 10	Marketing Decision Making and Case Analysis (3) Exam 1 (Chapters 1 and 2)
6	M	July 13	Marketing Decision Making and Case Analysis (3) Read Appendix (p. 687) Opportunity Analysis, Market Segmentation, and Market Targeting (4)
7	T	July 14	Opportunity Analysis, Market Segmentation, and Market Targeting (4) In-class case analysis: Lancer Gallery (p. 80) In-class case analysis: Breeder’s Own Pet Foods, Inc. (p. 113)

8	W	July 15	In-class case analysis - Dr Pepper Snapple Group, Inc. (p.91) Product and Service Strategy and Brand Management (5)
9	R	July 16	In-class case analysis – Frito-Lay, Inc.: Sun Chips Multigrain Snacks (p. 192) Integrated Marketing Communication Strategy and Management (6)
10	F	July 17	Exam 2 (Chapters 4 and 5) Team Work
11	M	July 20	Marketing Channel and Supply Chain Strategy and Management (7) Team #1 – Case Analysis: Cadbury Beverages, Inc. (p. 309)
12	T	June 21	Team #2 – Case Analysis: BBVA Compass: Marketing Resource Allocation (p. 347)
13	W	July 22	Team #3 – Case Analysis: Hawaiian Punch: Go-to-Market Strategy (p. 377)
14	R	July 23	Pricing Strategy and Management (8) Team #4 – Case Analysis: CUTCO Corporation (p. 390)
15	F	July 24	Exam 3 (Chapters 6 and 7) Team work
16	M	July 27	Team #1 – Case Analysis: Southwest Airlines (p. 479)
17	T	July 28	Team #2 – Case Analysis: Hi-Value Supermarkets: Everyday Low Pricing (p. 500) Marketing Strategy Reformulation: The Control Process (9)
18	W	July 29	Team #3 – Case Analysis: Metabical: Pricing, Packaging, and Demand Forecasting for a new Weight Loss Drug (p. 544)
19	R	July 30	Team #4 – Case Analysis: Coleman Art Museum (p. 594) Global Marketing Strategy and Management (10)
20	F	July 31	Exam 4 (Chapters 8, 9, and 10) Individual Case for Analysis will be posted at 2 p.m.
21	M	August 3	No Class Meeting Individual Case Analysis is due at noon (12 p.m.) today. Please turn in the case through Blackboard.

Course Expectations:

Students are expected to interact in a professional, non-adversarial manner and produce work of utmost academic rigor. There are no shortcuts, easy solutions, and magic involved in any of this work. Do not assume that there will be second chances, retries, do-overs, extra credit work, etc., etc. Be sure to put all your effort in doing things right the first time around. I am quite aware of the fact that this is a learning process and I will do my best to help you along the way. Nonetheless, the major effort should be your effort and not mine or that of your classmates. Independent thinking and strong work ethic are two valued assets of successful managers. Developing and/or enhancing these skills will have a major payoff throughout your careers.

Class Policies:

- It is best to read the assigned material prior to class. Please **arrive on time** and take your seat quickly and quietly. Late arrivals will not be tolerated. If you consistently arrive late, I will submit an administrative withdrawal from the course on your behalf. Needless to say, consistent late arrivals will have a detrimental effect on the participation grade that you receive in the course.
- Turn off all mobile phones, PDAs, etc. Laptops are allowed in class as long as they are used to take notes for this class. That is, surfing the Web aimlessly or responding to e-mail is not acceptable. Please do not put me in the position of having to ask you to turn off your laptop. After the first incident of laptop misuse, you will not be allowed to use a laptop in the classroom for the remainder of the course. We will take at least one break during each class session. You will have a chance to check your messages and respond accordingly during that time. If you must leave your phone on because of a family emergency, please let me know at the beginning of class.
- If you must leave early, please let me know beforehand.
- The instructor reserves the right to ask any students disrupting the normal flow of lectures to leave the classroom. Also, during exams you are to sit quietly before you receive the exams materials, during the exam, and after you finish the exam. Please respect the right of your fellow students for peace and quiet during exams.
- Any and all attempts for cheating and/or plagiarism or other inappropriate behavior is a cause for disciplinary action. The instructor intends to pursue these very serious matters to the fullest extend of the class, department, and university policies and regulations.
- Make up exams are only possible with an approved medical excuse. You must show the instructor a note from your physician justifying your absence from an exam. All make up exams will take place on August 3 at 1 pm.
- The instructor will not accept any late assignments. The grade for late assignments will be 0 (zero). Pleading your case and/or begging for mercy will not be tolerated. All assignments must be turned in to the instructor at the beginning of class on the due date.

- If you have a disability or feel you might have a disability and need assistance, contact the Center for Accommodation and Support Services at 747-5148 or go to Room 106 Union East or send them a message (cass@utep.edu).

Academic Dishonesty:

The University of Texas at El Paso prides itself on its standards of academic excellence. In all matters of intellectual pursuit, UTEP faculty and students must strive to achieve based on the quality of the work produced by the individual. In the classroom and in all other academic activities, students are expected to uphold the highest standards of academic integrity. Any form of scholastic dishonesty is an affront to the pursuit of knowledge and jeopardizes the quality of the degree awarded to all graduates of UTEP. It is imperative, therefore, that the members of this academic community understand the regulations pertaining to academic integrity and that all faculty insist on adherence to these standards.

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 to 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.

All research papers, term papers, or other writing intensive assignments must adhere to APA style. Students are expected to submit all papers with appropriate citation, references, etc. If you are unsure of the parameters of this writing style, please contact the instructor within the first week of classes for further information. Style guides are available in the University Bookstore.