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MARKETING MANAGEMENT - MKT 5311
EMBA – Spring 2016

[Subject to slight modifications beyond the first day of class]

Introduction

Marketing is the only revenue-generating function in both profit and non-profit organizations. Without proper marketing strategies, even the most innovative products, services, and ideas might fail in the marketplace. 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 identify and understand the application of more sophisticated strategies and processes. At the end of the course, you are expected to develop an appreciation for the marketing function and the critical importance that it plays 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 iTunesU	Quizzes, case analysis, participation
2. Develop an understanding of marketing in the context of all business functional areas	SMP on current marketing issues, cases, articles	Online quizzes, project grading rubric, participation
3. Appreciate the context of marketing from both an academic and practitioner perspective	SMP, articles, cases	Project grading rubric, participation

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| 4. Investigate and report on leading marketing/business issues, practices, and ideas | Cases and in-class discussions | Participation |
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Attendance and Participation

Attendance and active participation are required and expected. Each unexcused class absence will result in an overall grade reduction of 2%. If you miss more than three classes, the instructor will automatically drop you from the class. Please see more information regarding participation below.

Grading

- *Online Quizzes and Activities - MyMarketingLab [Individual] - 30%*
All quizzes and activities will cover material assigned for reading outside the classroom. Most of this material will also be discussed in class.
- *Strategic Marketing Project (SMP) [Team] - 30%*
The purpose of the SMP is to enhance your appreciation of the process involved in understanding, evaluating, modifying, and reporting the marketing strategies of an organization. This year's project will focus on a non-profit organization, LIMBS International (limbsinternational.org), which has roots here in El Paso and UTEP. The project will involve understanding the organization's present position in the marketplace and, then, making recommendations for future strategic initiatives.
- *SMP Presentation [Team] - 15%*
The purpose of this presentation is to inform LIMBS International officials about your findings from the assessment of the organization's current strategies and your recommended strategies for the future.
- *2 Written Case Analyses [Individual] - 10%*
Case analysis is useful as it pertains to real world problems and the application of concepts discussed in class. While cases can be analyzed in different ways, we will discuss the one-page written case analysis in class. How much you can write about a case is not the issue. What really matters is what you write about it. One of the cases you turn in must be from options #1 or #2 (see schedule, items highlighted in turquoise). All cases must be turned in no later than the close of business on the assigned date through an e-mail attachment to your instructor.
- *Case discussion and participation [Individual & Team(2)]- 5 % & 10 %*
Participation is greatly encouraged, whether is in the form of questions, answers, opinions, or ideas. I will designate case discussion leaders (teams) during our second meeting on April 2 (see items highlighted in yellow on the schedule). While all participants are expected to be thoroughly prepared to discuss each case, the designated discussion leaders (teams) will effectively set the tone of the case analysis in class. The instructor welcomes all forms of meaningful 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.

Required textbook:

- Kotler, Philip and Kevin Lane Keller (2016), *Marketing Management* (15th Edition), Pearson Prentice Hall, Upper Saddle River, NJ. You will receive a digital edition of the textbook through MyMarketingLab.

Tentative Schedule:

NOTES:

* indicates reading or prep work at home *prior* to class.

Quizzes for each chapter must be taken on mymarketinglab following our class discussion. Due dates can be found on mymarketinglab.

<i>Class meeting #</i>	<i>Day of Week</i>	<i>Date</i>	<i>Topic</i>
1	F	April 1	<i>All about marketing</i> Overview of the course - Marketing Primer Defining Marketing for the New Realities (1) Developing Marketing Strategies and Plans (2) Discussion of Strategic Marketing Project (SMP) and Presentations Case Analysis primer Team formation
2	S	April 2	<i>Good information, good decisions</i> Collecting Information and Forecasting Demand (3)* Conducting Marketing Research (4)* Discuss Case: TruEarth Healthy Foods* Discuss Article: To Keep your Customers, Keep It Simple* Discuss Article: Can you hear me now? Learning from Customer stories*
3	F	April 15	<i>Creating value through differentiation</i> Creating Long-Term Loyalty Relationships (5)* Analyzing Consumer Markets (6)* Analyzing Business Markets (7)* SMP Project Discussion Discuss Case: Rosewood Hotels and Resorts* Case Written Assignment Option #1: PV Technologies, Inc. Discuss Article: Customer Value Propositions in Business Markets*
4	S	April 16	<i>Divide and conquer</i> Tapping into Global Markets (8)*

Identifying Market Segments and Targets (9)*

Discuss Case: Mountain Man Brewing Co.*

Discuss Article: Win the Brand Relevance Battle and then Build Competitor Barriers*

5	F	April 29	<p><i>Today's theme – Competing for the long run</i> Crafting the Brand Positioning (10) Creating Brand Equity (11)* Addressing Competition and Driving Growth (12)* Discuss Case: Reed Supermarkets* Case Written Assignment Option #2: Mondavi Winery Discuss Article: Sustainable Advantage* SMP Project Update</p>
6	S	April 30	<p><i>Today's theme – Do the right thing</i> Setting Product Strategy (13)* Designing and Managing Services (14)* Introducing New Market Offerings (15)* Discuss Case: The Springfield Nor'easters* Discuss Article: Why Most Product Launches Fail*</p>
7	F	May 13	<p><i>Today's theme – Show me the money...and product</i> Developing Pricing Strategies and Programs (16)* Designing and Managing Integrated Marketing Channels (17)* Retailing, Wholesaling, and Logistics (18)* Discuss Cases: Security Capital Pacific Trust: A Case for Branding* & Selecting a New Name for Security Capital Pacific Trust* [Guest speaker: Ms. Dana Hamilton – Borderplex Community Trust - pending] Discuss Article: Pricing to Create Shared Value* Case Written Assignment Option #3: Starbucks SMP Project Update</p>
8	S	May 14	<p><i>Today's theme – AIDA</i> Designing and Managing IMC (19)* Managing Mass Communications (20)* Discuss Case: CVS* Discuss Article: Social media: The New Hybrid Element of the Promotional Mix*</p>
9	F	May 27	<p><i>Today's theme – Putting it all together - morning</i> Managing Digital Communications (21)* Managing Personal Communications (22)* Case Written Assignment Option #4: Corona Beer* Prepare final reports for SMP</p>
10	S	May 28	<p>SMP Presentations and Discussion - afternoon</p>

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. 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 and business leaders. Developing and/or enhancing these skills will have a major payoff throughout your careers.

Class Policies:

- Read the assigned material prior to class and arrive on time.
- The use of laptops, tablets, smartphones, etc., is encouraged during class as long as you are working on tasks related to this class. Please set your phones to silent mode. I strongly encourage the use of all tech-related equipment in a way that does not disrupt the normal flow of the class. 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.
- 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 extent of the class, department, and university policies and regulations.
- There is no alternative way to make up any of the online quizzes. Please do your best to complete the quizzes by the date that they are due.
- All assignments must be turned in by the due date (individual written cases and the BOA project)
- If you have a disability and need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by e-mail 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:

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.