

# MARKETING MANAGEMENT - MKT 5311 (EMBA)

## Spring 2020

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### 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 is 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 Blackboard	MyLab, case analysis, MOA presentation, participation (iClicker)
2. Develop an understanding of marketing in the context of all business functional areas	MOA, discussion of current marketing issues, cases, articles	MyLab, project grading rubric, participation (iClicker)
3. Appreciate the context of marketing from both an academic and practitioner perspective	MOA, articles, cases	Project grading rubric, MOA presentation, participation (iClicker)

4. Investigate and report on leading marketing/business issues, practices, and ideas	Cases, in-class discussions, MOA	MOA presentation, participation (iClicker)
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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 – MyLab [Individual] - 20% (15% +5%)*

All quizzes and activities will cover material assigned for reading outside the classroom. Most, but not all, of this material will also be discussed in class. The instructor will drop the lowest two quiz grades prior to the calculation of the final average for the quizzes.

- *Marketing Opportunity Analysis (MOA) [Team] - 20%*

The purpose of the analysis is to enhance your understanding of the process involved in entrepreneurial endeavors and the critical role played by the marketing function. Due to time constraints, the development of a complete marketing plan is not possible. This project includes the various preliminary steps involved with identification and potential commercialization (i.e., marketing) of business ideas. We will discuss the art and science of the marketing opportunity analysis (MOA) during the first-class meeting.

- *MOA Presentation [Team] - 10%*

Can you convince others to invest in your idea (see MOA above)? Why should a bank, angel investor or any of the 3Fs invest in your idea? The purpose of this presentation is to help you develop a communication plan to market your idea to others.

- *2 Written Case Analyses [Individual] - 20%*

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 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.

- *2-3 Case discussions/presentations [Team]- 15%*

Case discussion leaders (teams) will be designated during our second meeting on January 4 (see items highlighted in yellow on the schedule). All students are expected to be thoroughly prepared to discuss each case. The designated discussion leaders (teams) will effectively set the tone of the case analysis discussion in class.

- *Participation [Individual]- 15%*

For each assigned case for class discussion, you are expected to make two meaningful posts at the appropriate discussion forum on Blackboard: one original post that briefly discusses the possible main problem or opportunity of the assigned case for discussion on that day and one response post to one of the posts made by another person. All posts are due by 8 am on the designated case discussion days.

Five percent of the participation grade will be allocated based on participation during class discussions, including iClicker. Participation is greatly encouraged, whether is in the form of questions, answers, opinions, or ideas. 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 we will discuss during this session. There is only one rule regarding participation: be respectful of others and their contributions by finding a way to always make constructive comments.

**Required textbook:**

- Kotler, Philip and Kevin Lane Keller (2016), *Marketing Management* (15<sup>th</sup> Edition), Pearson Prentice Hall, Upper Saddle River, NJ.

## Tentative Schedule:

### NOTES:

\* Indicates reading or prep work at home **prior** to class. Some articles may be added to the current list of articles as we discuss some interesting topics in class.

Quizzes for each chapter must be taken on MyLab following our class discussion.

Due dates can be found on MyLab.

<i>Class mtg. #</i>	<i>Day of Week</i>	<i>Date</i>	<i>Topic</i>
1	F	Jan 3	<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 the Marketing Opportunity Analysis (MOA) Project and Presentation MyLab overview Case Analysis primer Team formation
2	S	Jan 4 (PM)	<i>Good information, good decisions</i> Collecting Information and Forecasting Demand (3) * Conducting Marketing Research (4) * Discuss Case: Clean Edge Razor* Discuss Article: To Keep your Customers, Keep It Simple* Discuss Article: Can you hear me now? Learning from Customer Stories*
3	S	Jan 18 (AM)	<i>Creating value through differentiation</i> Creating Long-Term Loyalty Relationships (5) * Analyzing Consumer Markets (6) * Analyzing Business Markets (7) * MOA Project Discussion <b>Class/Team Case Discussion: Rosewood Hotels and Resorts*</b> [Team #1] <b>Individual Case Written Assignment Option #1: PV Technologies, Inc.</b> Discuss Article: Customer Intimacy and Other Value Disciplines* Discuss Article: The Mismanagement of Customer Loyalty*
4	F	Jan 31	<i>Divide and conquer</i> Tapping into Global Markets (8) * Identifying Market Segments and Targets (9) * <b>Class/Team Case Discussion: Showrooming at Best Buy*</b> [Team #3] Discuss Article: Win the Brand Relevance Battle and then Build Competitor Barriers* MOA Project Update

5	S	Feb 1 (PM)	<p><i>Competing for the long run</i></p> <p>Crafting the Brand Positioning (10) *</p> <p>Creating Brand Equity (11) *</p> <p>Addressing Competition and Driving Growth (12) *</p> <p>Class/Team Case Discussion: Making stick Stick* [Team #2]</p> <p>Individual Case Written Assignment Option #2: Pricing the EpiPen</p> <p>Discuss Article: Sustainable Advantage*</p>
6	S	Feb 15 (AM)	<p><i>Do the right thing</i></p> <p>Setting Product Strategy (13) *</p> <p>Designing and Managing Services (14) *</p> <p>Introducing New Market Offerings (15) *</p> <p>Class/Team Case Discussion: Predicting Consumer Tastes with Big Data at Gap* [Team #1]</p> <p>Discuss Article: Why Most Product Launches Fail*</p>
7	F	Feb 28	<p><i>Show me the money...and product</i></p> <p>Developing Pricing Strategies and Programs (16) *</p> <p>Designing and Managing Integrated Marketing Channels (17) *</p> <p>Retailing, Wholesaling, and Logistics (18) *</p> <p>Class/Team Case Discussion: J.C. Penney's "Fair and Square" Pricing Strategy [Team #2]</p> <p>Discuss Article: Pricing to Create Shared Value*</p> <p>Individual Case Written Assignment Option #3: Metabical*</p> <p>MOA Project Update</p>
8	S	Feb 29 (PM)	<p><i>AIDA</i></p> <p>Designing and Managing IMC (19) *</p> <p>Managing Mass Communications (20) *</p> <p>Class/Team Case Discussion: Pandora Radio: Fire Unprofitable Customers* [Team #3]</p> <p>Discuss Article: Integrating Marketing Communications: New Findings, New Lessons, and New Ideas*</p>
9	S	Mar 14 (AM)	<p>Putting it all together</p> <p>Managing Digital Communications (21) *</p> <p>Managing Personal Communications (22) *</p> <p>Individual Case Written Assignment Option #4: TruEarth Healthy Foods *</p> <p>Discuss Article: Marketing Analytics for Data-Rich Environments*</p> <p>MOA Presentations and Discussion</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 if 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.
- 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 MOA 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](mailto: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](http://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.