

MARKETING MANAGEMENT - MKT 5311 (EMBA)

Summer 2021

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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 rubric, MOA presentation rubric, participation
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
3. Appreciate the context of marketing from both an academic and practitioner perspective	MOA, articles, cases, online discussions	Project grading rubric, MOA presentation, participation, online discussion rubric
4. Investigate and report on leading marketing/business issues, practices, and ideas	Cases, in-class discussions, MOA, online discussions	MOA presentation rubric, participation, online discussion rubric

Attendance and Participation

Attendance (face-to-face or online synchronously via Zoom) and active participation are required and expected. Each unexcused class absence will result in an overall grade reduction of 2%. I will not drop you from the class. It is important to keep absences to a minimum. As you have the option to attend class online, approved excuses can only be provided for a limited number of extenuating circumstances. Please see more information regarding participation below.

Grading

- *Online Quizzes and Simulations – MyLab [Individual] - 20% [15% + 10%]*

All quizzes and simulations will cover material assigned for reading outside the classroom. Some of this material will also be discussed in class.

- *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] - 15%*

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 11:59 pm on the assigned date through Blackboard.

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

Case discussion leaders (teams) will be designated during our first meeting on May 22 (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 lead the discussion of each assigned case during the designated class period. The case analysis/presentation/discussion will follow the same format as the individual case analysis. However, teams are expected to spend some time discussing some of the key details of the case. Each team will have approximately 15 minutes to present their case analysis.

- *Online discussions + In-class Participation [Individual]- 15% [10% + 5%]*

For cases specifically designated for class discussion, students who are not on the team presenting a particular case 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 and one response to a post made by a classmate. All posts are due by the designated deadline at 11:59 pm, the day just prior to the case discussion days.

Five percent of the participation grade will be allocated based on participation during in-class discussions. 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.

- *Assessment of Learning (AoL) Quiz [Individual] – 5%*

You will be asked to take a short quiz in class (online) for the college's assessment of learning efforts. There is no need to prepare ahead of taking this quiz.

Required textbook

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

MyLab

It is best to access MyLab by going through Blackboard. When you try to access the first MyLab activity the system will walk you through the registration process. Be sure to have the access code provided by the MBA Program available during registration. While you might be able to access MyLab directly, it is best to avoid that as your grades might not sync with the gradebook on Blackboard. It is important to allow cookies and popups in your browser sessions. I also recommend the use of the Chrome browser to access MyLab.

Course Expectations

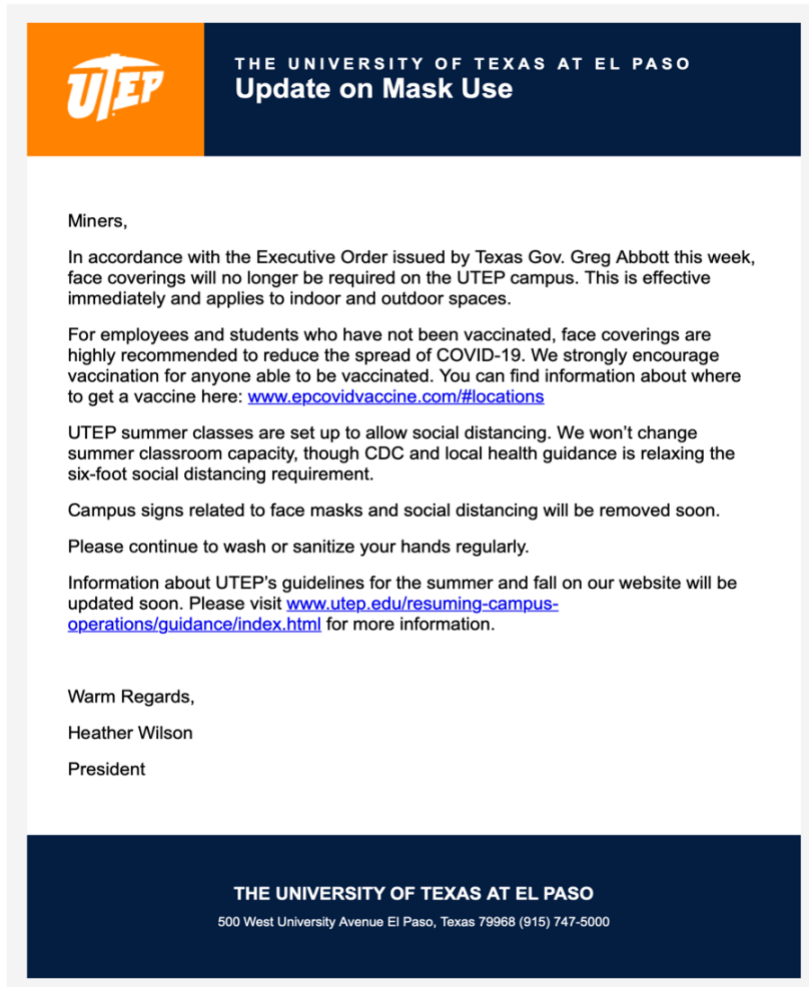
Students are expected to interact in a professional, non-adversarial manner, and produce work of utmost academic rigor. There are no shortcuts, easy solutions, and magic involved in any of this work. Be sure to put all your effort in doing things right the first time around. I am quite aware of the fact 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

- After the first-class meeting, it is important to read the assigned material prior to class and arrive or log in to Zoom 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 class/exit Zoom 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) and using the designated link on Blackboard.
- 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.

Recent Change in COVID-19 UTEP Policy



The image shows an email notification from The University of Texas at El Paso (UTEP) titled "Update on Mask Use". The header features the UTEP logo on an orange background and the text "THE UNIVERSITY OF TEXAS AT EL PASO Update on Mask Use" on a dark blue background. The main body of the email is white with black text. It addresses "Miners" and states that face coverings will no longer be required on the UTEP campus, effective immediately for indoor and outdoor spaces. It encourages vaccination for those who have not been vaccinated and provides a link to find a vaccine: www.epcovidvaccine.com/#locations. It also mentions that UTEP summer classes are set up for social distancing and that campus signs related to face masks and social distancing will be removed soon. The email concludes with a sign-off from Heather Wilson, President, and a footer with the university's name and contact information: "THE UNIVERSITY OF TEXAS AT EL PASO 500 West University Avenue El Paso, Texas 79968 (915) 747-5000".

UTEP THE UNIVERSITY OF TEXAS AT EL PASO
Update on Mask Use

Miners,

In accordance with the Executive Order issued by Texas Gov. Greg Abbott this week, face coverings will no longer be required on the UTEP campus. This is effective immediately and applies to indoor and outdoor spaces.

For employees and students who have not been vaccinated, face coverings are highly recommended to reduce the spread of COVID-19. We strongly encourage vaccination for anyone able to be vaccinated. You can find information about where to get a vaccine here: www.epcovidvaccine.com/#locations

UTEP summer classes are set up to allow social distancing. We won't change summer classroom capacity, though CDC and local health guidance is relaxing the six-foot social distancing requirement.

Campus signs related to face masks and social distancing will be removed soon.

Please continue to wash or sanitize your hands regularly.

Information about UTEP's guidelines for the summer and fall on our website will be updated soon. Please visit www.utep.edu/resuming-campus-operations/guidance/index.html for more information.

Warm Regards,
Heather Wilson
President

THE UNIVERSITY OF TEXAS AT EL PASO
500 West University Avenue El Paso, Texas 79968 (915) 747-5000

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.

Tentative Schedule (subject to change)

All assignments must be completed by 11:59 pm on the designated dates. Note that the deadlines below might not exactly be in the expected time order based on class meetings. However, the Learning Modules on Bb will reflect the correct time order.

Date	Topic/Activity (Chapter in textbook)	To Do (Deadline)
May 22 [AM]	<i>All about marketing & Good information, good decisions</i>	
	<ul style="list-style-type: none"> Overview of the course - Marketing Primer 	
	<ul style="list-style-type: none"> Defining Marketing for the New Realities (1) 	Quiz - Chapter 1(05/30)
	<ul style="list-style-type: none"> Developing Marketing Strategies and Plans (2) 	Simulation - Chapter 2 (05/30)
	<ul style="list-style-type: none"> Collecting Information and Forecasting Demand (3) 	Quiz - Chapter 3 (05/30)
	<ul style="list-style-type: none"> Conducting Marketing Research (4) 	Simulation - Chapter 4 (05/30)
	<ul style="list-style-type: none"> Discussion of the Marketing Opportunity Analysis (MOA) Project and Presentation 	
	<ul style="list-style-type: none"> MyLab overview 	
	<ul style="list-style-type: none"> Case Analysis primer 	
June 5 [PM]	<i>Creating value through differentiation</i>	
	<ul style="list-style-type: none"> Creating Long-Term Loyalty Relationships (5) 	Quiz - Chapter 5 (06/13)
	<ul style="list-style-type: none"> Analyzing Consumer Markets (6) 	Quiz - Chapter 6 (06/13)
	<ul style="list-style-type: none"> Analyzing Business Markets (7) 	Simulation - Chapter 7 (06/13)
	<ul style="list-style-type: none"> MOA Project Discussion 	
	<ul style="list-style-type: none"> Class/Team Case Discussion: Rosewood Hotels and Resorts [Team #1] 	Online Discussion: Rosewood Hotels case (06/04)
	<ul style="list-style-type: none"> Class/Team Case Discussion: Showrooming at Best Buy [Team #2] 	Online Discussion: Best Buy case (06/04)
	<ul style="list-style-type: none"> Individual Case Written Assignment Option #1: PV Technologies, Inc. 	Individual case (06/06)

	<ul style="list-style-type: none"> ▪ Discuss Article: Customer Intimacy and Other Value Disciplines 	
	<ul style="list-style-type: none"> ▪ Discuss Article: The Mismanagement of Customer Loyalty 	
	<ul style="list-style-type: none"> ▪ Class/Team Case Discussion: Predicting Consumer Tastes with Big Data at Gap [Team #3] 	
	<ul style="list-style-type: none"> ▪ Class/Team Case Discussion: Making stickK Stick [Team #4] 	
June 19 [AM]	<i>Divide and conquer</i>	
	<ul style="list-style-type: none"> ▪ Tapping into Global Markets (8) 	Quiz – Chapter 8 (06/27)
	<ul style="list-style-type: none"> ▪ Identifying Market Segments and Targets (9) 	Quiz – Chapter 9 (06/27)
	<ul style="list-style-type: none"> ▪ Class/Team Case Discussion: Eatly [Team #1] 	
	<ul style="list-style-type: none"> ▪ Discuss Article: Win the Brand Relevance Battle and then Build Competitor Barriers 	
	<ul style="list-style-type: none"> ▪ MOA Project Update 	
	<i>Competing for the long run</i>	
	<ul style="list-style-type: none"> ▪ Crafting the Brand Positioning (10) 	Quiz – Chapter 10 (07/05)
	<ul style="list-style-type: none"> ▪ Creating Brand Equity (11) 	Quiz – Chapter 11 (07/05)
	<ul style="list-style-type: none"> ▪ Addressing Competition and Driving Growth (12) 	Simulation – Chapter 12 (07/05)
	<ul style="list-style-type: none"> ▪ Class/Team Case Discussion: IKEA [Team #2] 	
	<ul style="list-style-type: none"> ▪ Individual Case Written Assignment Option #2: Pricing the EpiPen 	Individual case (06/20)
	<ul style="list-style-type: none"> ▪ Discuss Article: Sustainable Advantage 	
July 10 [PM]	<i>Do the right thing</i>	
	<ul style="list-style-type: none"> ▪ Setting Product Strategy (13) 	Quiz – Chapter 13 (07/18)
	<ul style="list-style-type: none"> ▪ Designing and Managing Services (14) 	Simulation – Chapter 14 (07/18)

	<ul style="list-style-type: none"> ▪ Introducing New Market Offerings (15) 	Quiz – Chapter 15 (07/18)
	<ul style="list-style-type: none"> ▪ Class/Team Case Discussion: J.C. Penney’s “Fair and Square” Pricing Strategy [Team #3] 	Online Discussion – J.C. Penney (07/09)
	<ul style="list-style-type: none"> ▪ Discuss Article: Why Most Product Launches Fail 	
	<ul style="list-style-type: none"> ▪ MOA Draft 	Turn in Draft for feedback (07/11)
	<i>Show me the money...and product</i>	
	<ul style="list-style-type: none"> ▪ Developing Pricing Strategies and Programs (16) 	Quiz – Chapter 16 (07/22)
	<ul style="list-style-type: none"> ▪ Designing and Managing Integrated Marketing Channels (17) 	Simulation – Chapter 17 (07/22)
	<ul style="list-style-type: none"> ▪ Retailing, Wholesaling, and Logistics (18) 	
	<ul style="list-style-type: none"> ▪ Discuss Article: Pricing to Create Shared Value 	
	<ul style="list-style-type: none"> ▪ Individual Case Written Assignment Option #3: Metabical 	Individual case (06/11)
	<ul style="list-style-type: none"> ▪ MOA Project Update 	
	<ul style="list-style-type: none"> ▪ Class/Team Case Discussion: Pandora Radio [Team #4] 	Online Discussion – Pandora Radio (07/09)
July 24 [AM]	Putting it all together	
	<ul style="list-style-type: none"> ▪ Managing Digital Communications (21) 	
	<ul style="list-style-type: none"> ▪ Managing Personal Communications (22) 	
	<ul style="list-style-type: none"> ▪ Individual Case Written Assignment Option #4: TruEarth Healthy Foods 	Individual case (06/25)
	<ul style="list-style-type: none"> ▪ Discuss Article: Marketing Analytics for Data-Rich Environments 	
	<ul style="list-style-type: none"> ▪ MOA Presentations, Written Project, and Discussion 	Presentations (07/24) – MOA Written Project (07/25)
	<ul style="list-style-type: none"> ▪ Bonus individual case: Clean Edge Razor (5%) 	Individual case (07/25 – optional)