



WOODY L. HUNT COLLEGE OF BUSINESS ADMINISTRATION
MKT 5311 – MARKETING MANAGEMENT | CRN 36016
SUMMER 2023

ABOUT THE INSTRUCTOR

Dr. Nandini Nim (She/Her; pronounced as nuhn-dee-nee)
Assistant Professor of Marketing
Email: nnim@utep.edu
Office Hours: By Appointment (via Zoom or in-person before the class)

ABOUT THE COURSE FORMAT

This MKT 5311 – Marketing Management course has been designed as a face-to-face (F2F) course. We would meet weekly on **Mondays and Thursdays from 5.30 to 9.30 pm in Graduate Business Center Room 110C**, except for the assigned holidays. Please check the UTEP Summer 2023 semester calendar.

REQUIRED COURSE MATERIAL

We would follow **Marketing Management (16th Edition) by Kotler, Keller, and Chernev** with access to the **Revel platform by Pearson**. You can buy Revel access, which comes with an e-text of the book. However, if you want a print copy of the book, feel free to buy it. In that case, you will also have to buy Revel access separately.

You can use the following link to register for the class:

Revel Link: <https://console.pearson.com/enrollment/9mmhq7>

Course Name: Marketing Management - Summer 2023. You can find detailed instructions for Revel registration on Page No. 11 of this syllabus.

Book ISBN-13: 9780137344055

You will also need to buy an HBR Course Pack, which consists of articles and case studies we will cover during this class.:

HBR Coursepack Link: <https://hbsp.harvard.edu/import/1065515>

COURSE DESCRIPTION AND OBJECTIVES

The overarching objective of this course is for students to cultivate an analytical skillset and an outlook towards marketing management. Contrary to a widespread belief that marketing is all about advertising, we will explore the evolution of contemporary marketing management from being product- and sales-oriented to market- and customer-oriented. Also, if not given strategic importance, a lack of marketing can lead to financial losses and failure of products and services. Thus, strategic marketing decisions cater to a company's long-term growth and require substantial resources.

In this course, first, we will talk about a business's internal and external environment, which impacts a business's competitive position in the market. Second, we will discuss the role of data, technologies, and market research in strategic marketing decisions. Third, we will learn the marketing management process, primarily focusing on marketing mix strategies about the 4Ps – product, place, price, and promotion. In the end, we will discuss some marketing metrics and tools widely used to assess the impact of marketing actions and strategies on business outcomes.

This course provides a comprehensive introduction to the strategic marketing process but does not detail any specific area. Nonetheless, you as a student will gain essential knowledge and skillset to identify and approach marketing problems strategically.

Course Learning Objectives

Objectives	Level of Learning	Activities	Assessment Tools
Acquire an understanding of marketing concepts, analytical tools, and techniques	Knowledge	Readings	Quizzes, Exams
Understand the role of marketing in a business organization and its relation to other functional areas	Comprehension	Readings, Assignments	Quizzes, Assignments, Exams
Understand the role of the business environment from a domestic and global perspective	Knowledge	Readings, Assignments	Quizzes, Assignments, Exams
Gain familiarity with marketing strategies	Knowledge, Comprehension	Readings, Assignments	Quizzes, Assignments, Exams
Enhance problem-solving and decision-making abilities by:			
a. examining and interpreting data and information used by marketing managers	Synthesis, Application, Analysis, Evaluation	Readings, Assignments Team Project	Project, Assignments, Exams
b. transferring marketing knowledge to new situations			
c. Evaluating the outcomes			

Note: Readings include chapter readings and additional content such as cases, research papers, and industry articles.

COURSE COMPONENTS AND ASSESSMENT

1. Attendance and Class Participation (10%)

In-person attendance and active class participation are vital to do well in this course. Your engagement in class is instrumental in creating an interactive environment where we all can maximize our learning experience. I expect you always to be prepared to make the most of our meetings.

To reinforce this expectation, a group of students in each session will be assigned to an in-class article discussion (see the reading list in the detailed schedule). Their role is to summarize and lead the discussion in the class as a team. I will moderate the discussion as required. Your participation will be assessed as follows:

- It will count for more if you build upon comments/insights offered by me and fellow students in the class.
- Apply conceptual material from the assigned book, lectures, and other readings.
- Have a healthy conversation even if you disagree with the viewpoints of others. I expect us all to be inquisitive, have an open mind, and respect differences.
- You will be graded on thoroughness, sophistication, persuasiveness, and logical applications.

Both attendance and class participation are worth 5% points each.

Note: Let me know if you cannot participate in a session due to a medical or personal emergency. I will accommodate class assignments and other deliverables accordingly.

Articles: A reading list is available in the detailed course schedule with relevant source links on Pg. 5 to 8 for class discussion. Also, these readings are available in Blackboard (BB) Weekly Folders.

- Wall Street Journal (WSJ) is available free of cost to UTEP students. You should register using your UTEP email and access the articles freely. Use the link: <https://libguides.utep.edu/setup>.
- Also, I have provided some journal articles as additional material. I will occasionally bring insights from these articles to class discussions. However, this will not be counted as a part of your grade.
- For any questions regarding downloading an article, contact the UTEP Library at 915-747-5672.

2. Quizzes (20%)

Students are expected to read assigned chapters and readings before the class sessions. You will take a closed-book quiz after our class discussions and in-class assignments. You should read all the assigned material and attend our in-class discussions to do well on these quizzes.

There are a total of 9 quizzes. These quizzes will be available in BB after the end of each session. The password for these quizzes will be provided at the end of session. Each quiz may be a combination of short-answer and multiple-choice questions. You have to complete these quizzes before the next session by 5.30 pm. These in-class quizzes are worth 20%. I will drop the lowest score on this component.

3. In-Class Assignments (25%)

After the class discussion by the assigned team (see component 1) for a WSJ article, we will work on a team in-class assignment, which shall be completed within the class. These assignments will be a mixture of simulations in Revel and HBR case analysis. The HBR Coursepack link is available on Pg. 1 under the required course material section.

Each team shall select a coordinator who will ensure to upload/submit the answers on Blackboard/Revel. Be prepared to share your solutions with the class. These assignments are worth 25% points in the final grade. I will drop the lowest score on this component.

4. Team Project (25%)

A team of students will identify a company and conduct its marketing audit. This project is designed to help you assimilate and apply the concepts and knowledge we learned in the class into practice. Below is the preliminary description. We will discuss this component in detail during the first session:

1. Identify a company (not your employer or enterprise) that you are interested in to conduct this marketing audit.
2. Set objectives for your audit, identify each team member's role, and assign duties for this audit.
3. Conduct relevant marketing-related analysis. Justify your choice of analysis. Identify sources of data, both primary and secondary.
4. Write a report and create a 10-minute presentation (PowerPoint) for the final submission.

The report is worth 15% points. This report should be no longer than 15 pages, double-spaced, 12-point Times New Roman font, 1-inch margin on each side. It should be left-aligned with proper headings and sub-headings. The content should not be copied directly from other sources. You should cite all your sources in the document.

The final presentation is worth 10% points. You can use PowerPoint or Video-based presentations. There should be no more than 12 slides and not exceed 15 minutes of presentation time. A copy of the slides is due before the class at 3.00 pm on the assigned date. You will be graded on the quality of presentation, relevance, creativity, and timeliness of completion.

You will have to report your progress to me every week till the final submission. Your team and I will co-set an outline for each team project for easy navigation throughout the semester.

Team Dynamics: Students will choose their teams. The number of groups and members will depend on class size. Students can request me to assign them to a team if necessary. Students will have time to work on projects during regular sessions. However, students are expected to assign work to team members and make progress outside of class.

5. Final Exam (20%)

There will be one final exam with a mixture of multiple-choice and essay questions. The content of the exam will sample evenly from the general concepts, frameworks, articles, and data analysis introduced in the class. This exam is worth 20% of the final grade.

Students will take the final exam during class time using a computer. A lockdown browser is required. Students are responsible for bringing a device and preparing it for the test ahead of time. More information at: https://www.utep.edu/technologysupport/Files/docs/MM_Respondus-Student.pdf

No makeup exams will be given. A student who cannot take an exam because of a legitimate excuse must notify me before the exam.

6. Chapter Readings (not graded)

You are expected to read assigned chapters for each session. During each chapter, you will find a concept check assigned on Revel. The idea of these activities is for you to assess your progress. Remember, these are not part of your grade. However, it gives me insight into your progress on the course.

Assessment Overview

Component	% Points Assigned	Policy
Class Attendance and Participation	10%	--
BB Quizzes	20%	Drop one lowest score
Team-based In-Class Assignments	25%	Drop one lowest score
Final Exam	20%	--
Team Project	25%	--
Total	100%	

GRADE POLICY

Your performance and the final grade would be based on the following classification:

Cumulative Points	Grade
90 and above	A
80 to 89	B
70 to 79	C
60 to 69	D
Below 60	F

TENTATIVE COURSE SCHEDULE (Subject to Change at Instructor's discretion)

Session	Class Topic, Assigned Chapters, and Readings	Activities and Deliverables
Session 1 June 26, Monday	<p>Overview of the Course and Using Revel Platform</p> <p>Introduction to Marketing Management Defining Marketing for the New Realities (Ch-1) Socially Responsible Marketing (Ch-21)</p> <p>Articles/Cases: HBR Article: A Refresher on Marketing Myopia by Amy Gallo</p> <p>WSJ Article: Companies That Embraced Social Issues Have Second Thoughts by Chip Cutter and Lauren Weber</p> <p>Additional Material: Research Article: Acuti, D., Pizzetti, M., & Dolnicar, S. (2022). When sustainability backfires: A review on the unintended negative side-effects of product and service sustainability on consumer behavior. <i>Psychology & Marketing</i>, 39(10), 1933-1945.</p> <p>Class Social and Identify Team Members</p>	<ul style="list-style-type: none"> • Read Ch-1 before coming to the class • Quiz-1 due before Session 2 • Buy HBR Case Pack • HBR Article Discussion • WSJ Article Discussion • REVEL Simulation – In-Class Activity 1
Session 2 June 29, Thursday	<p>Capturing Market Insights Marketing Planning and Management (Ch-2) Analyzing Consumer Markets (Ch-3) Analyzing Business Markets (Ch-4)</p> <p>Articles/Cases:</p>	<ul style="list-style-type: none"> • Read assigned chapters before coming to the class • Quiz-2 due before Session 3 • WSJ Article Discussion (Team 1) • HBR Article Discussion - In-Class Activity 2

[HBR Article](#): Consumer Behavior Online: A Playbook Emerges by Dilip Soman; Melanie Kim, and Jessica An

[WSJ Article](#): Disney's ABC, ESPN Weakness Adds Pressure to Make Streaming Profitable by Robbie Whelan

Additional Material:

Mittal, V., & Sridhar, S. (2020). Customer based execution and strategy: Enhancing the relevance & utilization of B2B scholarship in the C-suite. *Industrial Marketing Management*, 88, 396-409.

Submit Names of Team Members for Project (Maximum 6, Minimum 4)

Submit Name of the Company For Project

Session 3
July 10, Monday

Identifying Your Customer and Creating Value

Conducting Marketing Research (5)
Identifying Market Segments and Target Customers (6)
Crafting a Customer Value Proposition and Positioning (7)

- Read assigned chapters before coming to the class
- Quiz-3 due before Session 4
- WSJ Article Discussion Discussion (Team 2)
- HBR Case Discussion - In-Class Activity 3

Articles/Cases:

[HBR Case](#): BEwork: Experimentation in Business by Neil Bendle and Katie Chen

[WSJ Article](#): American Airlines' Radical Plan to Reinvent Business Travel By Alison Sider

Additional Material:

[Research Article](#): Huang, MH., Rust, RT A strategic framework for artificial intelligence in marketing. *Journal of the Academy of Marketing Science*, 49, 30–50 (2021).

Segmentation using machine learning:

<https://neptune.ai/blog/customer-segmentation-using-machine-learning>

Session 4
July 13, Thursday

Product and Brand Strategies

Designing and Managing Products (Ch-8)
Designing and Managing Services (Ch-9)
Building Strong Brands (Ch-10)

- Read assigned chapters before coming to the class
- Quiz-4 due before Session 5
- WSJ Article Discussion (Team 3)
- HBR Case Discussion - In-Class Activity 4

Articles/Cases:

[HBR Case](#): Agile Consumer Product Innovation with Alibaba's Tmall Innovation Center by William R. Kerr, Daniel O'Connor, James Palano

[WSJ Article](#): Uber Eats to Take Down Thousands of Virtual Brands to Declutter the App By Preetika Rana Heather Haddon

	<p>Additional Material: Research Article: Swaminathan, V., Sorescu, A., Steenkamp, J. B. E., O'Guinn, T. C. G., & Schmitt, B. (2020). Branding in a hyperconnected world: Refocusing theories and rethinking boundaries. <i>Journal of Marketing</i>, 84(2), 24-46.</p> <p>Submit Marketing Audit Plan</p>	
<p>Session 5 July 17, Monday</p>	<p>Pricing Strategies Introduction to Business Models (Additional Content) Managing Pricing and Sales Promotion (Ch-11)</p> <p>Articles/Cases: HBR Case: Showrooming at Best Buy by Thales S. Teixeira, Elizabeth Anne Watkins</p> <p>WSJ Article: Social Media Platforms Are Asking Users for Money. They Probably Don't Mean You by Laura Forman</p> <p>Additional Material: Research Article: Rangaswamy, A., Moch, N., Felten, C., Van Bruggen, G., Wieringa, J. E., & Wirtz, J. (2020). The role of marketing in digital business platforms. <i>Journal of Interactive Marketing</i>, 51(1), 72-90.</p>	<ul style="list-style-type: none"> • Read assigned chapters before coming to the class • Quiz-5 due before Session 6 • WSJ Article Discussion (Team 4) • HBR Case Discussion - In-Class Activity 5
<p>Session 6 July 20, Thursday</p>	<p>Distribution Strategies Designing and Managing Distribution Channels (Ch-15) Managing Retailing (Ch-16) Driving Growth in Competitive Markets (Ch-17)</p> <p>Articles/Cases: HBR Case: Walmart's Omnichannel Strategy: Revolution or Miscalculation? by Ramon Casadesus-Masanell and Karen Elterman</p> <p>WSJ Article: Bed Bath & Beyond Files for Bankruptcy by Suzanne Kapner and Soma Biswas</p> <p>Additional Material: Research Article: Timoumi, A., Gangwar, M., & Mantrala, M. K. (2022) Cross-channel effects of omnichannel retail marketing strategies: A review of extant data-driven research. <i>Journal of Retailing</i>.</p> <p>Project Mid-Course Review</p>	<ul style="list-style-type: none"> • Read assigned chapters before coming to the class • Quiz-6 due before Session 7 • WSJ Article Discussion (Team 5) • HBR Case Discussion – In-Class Activity 6
<p>Session 7 July 24, Monday</p>	<p>Promotion Strategies Managing Marketing Communications (Ch-12) Designing an Integrated Marketing Campaign in the Digital Age (Ch-13)</p>	<ul style="list-style-type: none"> • Read assigned chapters before coming to the class • Quiz-7 due before Session 8 • WSJ Article 1 Discussion (Team 6) • WSJ Article 2 Discussion (Team 7)

	<p>Articles/Cases: WSJ Article 1: How Bud Light Handled an Uproar Over a Promotion With a Transgender Advocate by Jennifer Maloney Lauren Weber</p> <p>WSJ Article 2: Google Plans to Make Search More 'Personal' with AI Chat and Video Clips by Miles Kruppa</p> <p>Additional Material: Research Article: Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. <i>Journal of the Academy of Marketing Science</i>, 49, 51-70.</p>	<ul style="list-style-type: none"> • REVEL Simulation – In-Class Activity 7
<p>Session 8 July 27, Thursday</p>	<p>Managing Growth and Customers Developing New Market Offerings (Ch-18) Building Customer Loyalty (Ch-19)</p> <p>Articles/Cases: Analysis: Customer Lifetime Value Analysis</p> <p>Additional Material: Research Article: Pansari, A., & Kumar, V. (2017). Customer engagement: the construct, antecedents, and consequences. <i>Journal of the Academy of Marketing Science</i>, 45, 294-311.</p>	<ul style="list-style-type: none"> • Read assigned chapters before coming to the class • Quiz-8 due before Session 9 • CLV Analysis – In-Class Activity 8
<p>Session 9 July 31, Monday</p>	<p>Going Global Tapping into Global Markets (Ch-20)</p> <p>Articles/Cases: WSJ Article 1: Volkswagen Bets an Old SUV Can Help It Win Over Americans By William Boston</p> <p>WSJ Article 2: Adidas Seeks Redemption in China by Trefor Moss</p> <p>Additional Material: Research Article: Hewett, K., Hult, G. T. M., Mantrala, M. K., Nim, N., & Pedada, K. (2022). Cross-border marketing ecosystem orchestration: A conceptualization of its determinants and boundary conditions. <i>International Journal of Research in Marketing</i>, 39(2), 619-638.</p> <p>Marketing Metrics and Analysis Tools (Additional Content)</p> <p>Project Report and Presentation Check</p>	<ul style="list-style-type: none"> • Read assigned chapters before coming to the class • Quiz-9 due before Session 10 • WSJ Article 1 Discussion (Team 8) • WSJ Article 2 Discussion (Team 9) • REVEL Simulation – In-Class Activity 9 • Analysis – In-Class Activity 10
<p>Session 10 August 3, Thursday</p>	<p>Team Project Presentations</p> <p>Final Exam Review</p>	
<p>Session 11</p>	<p>Final Exam Online Via Respondus Monitor</p>	

CLASS POLICIES

The instructor and student will closely adhere to the following policies:

- Blackboard (BB) is the main portal for the course. All communication will be done through BB and in the classroom. You must access BB frequently (i.e., at least once daily) for announcements and other course material. Sometimes, I may send important/critical information via email. So be sure to 1) have a UTEP email address and 2) check your email at least once daily. You are responsible for frequently accessing your email account and BB to check for all messages and announcements. Unfortunately, I may not be able to send any broadcast (i.e., to the entire class) email messages to addresses outside the UTEP (i.e., miners) domain. Please use BB's email to contact me.
- You must review the syllabus very carefully and understand all class components.
- There is no way to make up points for missed assignments. You have enough time to complete these assignments, so there is no excuse for being late. Please check the course calendar for the due dates of each chapter. Doing well in the course won't be easy if you do not follow the recommended deadlines. And I believe you all can do well in this class.
- Makeup quizzes and other assignments are only possible with an approved medical excuse. You must send the instructor a note in English from your physician (on official letterhead with the physician's contact information) justifying your failure to complete any class activities. It is entirely up to the instructor to approve makeup activities. Missing activities for whatever reason will make completing the course extremely difficult.
- The instructor will not accept any late assignments. The grade for late assignments will be 0 (zero). All assignments must be turned in online on the date that those assignments are due.
- We all will be respectful and polite towards each other. It includes class discussions, written assignments, discussion boards, and other activities.
- We will all follow classroom etiquette concerning mobile phones, laptops, and other personal devices. If there is an emergency, you can quietly leave the room and attend a call. Laptops should be used for taking notes and completing class activities only.
- You are expected to come to class on time. Inform me via email if you are running late for any reason. You will still get a grade of 0 if you do not attend the classes and finish In-Class Activities outside of class.
- The instructor reserves the right to ask any students disrupting the normal flow of activities, such as the "Discussion Boards," to refrain from making additional posts until any issues have been resolved. Ignoring the instructor's warnings will result in a report filed with UTEP's Office of Student Conduct and Conflict Resolution (OSCCR). This may result in a possible drop from the course.
- All attempts at cheating, plagiarism, or other inappropriate behavior cause disciplinary action. The instructor intends to pursue these serious matters to the fullest extent of the class, department, and university policies and regulations.

ACCOMMODATIONS

If you need classroom accommodations, 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

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. Students are expected to uphold the highest academic integrity standards in the classroom and all other academic activities. Any form of academic dishonesty insults the pursuit of knowledge and jeopardizes the quality of the degree awarded to all graduates of UTEP. Therefore, it is imperative that the members of this academic community understand the regulations about academic integrity and that all faculty members insist on adherence to these standards.

Any student who commits an act of academic dishonesty is subject to discipline. Academic 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 an 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, suspension, or dismissal, among others.

All research papers, term papers, or other writing-intensive assignments must follow the APA style. Students must submit all papers with appropriate citations, references, etc. If you are unsure of the parameters of this writing style, please contact the instructor for further information. Style guides are available in the University Bookstore.

COPYRIGHT STATEMENT FOR COURSE MATERIALS

All materials used in this course are protected by copyright law. The course materials are only for students currently enrolled in this course and only for this course. They may not be further disseminated.

TECH SUPPORT

Contact UTEP's IT Helpdesk at <https://www.utep.edu/technologysupport/> or call 915-747-4357

The Faculty Senate recommended the following list of student services:

- Student Counseling Center: <http://sa.utep.edu/counsel/>; (915) 747-5302
- Student Health Center: <http://chs.utep.edu/health>; (915) 747-5624
- Career Center: <http://sa.utep.edu/careers>; 103 Union West; (915) 747-5640
- Minetracker: <https://minetracker.utep.edu/>; Events, news, and organizations

PEARSON REVEL COURSE REGISTRATION INSTRUCTIONS

It's time to access Revel Marketing Management, 16e, the course materials for Marketing Management - Summer 2023.

When you're ready, join your course at:

<https://console.pearson.com/enrollment/9mmhq7>

If you need help, check out these Revel student resources:

<https://www.pearsonhighered.com/revel/students/support/>

Here's more information for your course section:

Course start date: Jun 26, 2023

Course end date: Jul 11, 2023