



**WOODY L. HUNT COLLEGE OF BUSINESS ADMINISTRATION**  
**MKT 5311 – MARKETING MANAGEMENT | CRN 16813**  
**FALL 2023**

## **ABOUT THE INSTRUCTOR**

Dr. Nandini Nim (She/Her; pronounced as nuhn-dee-nee)  
Assistant Professor of Marketing  
Email: [nnim@utep.edu](mailto:nnim@utep.edu)  
Office Hours: By Appointment on Saturdays from 12.00 to 1.00 p.m.

## **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 **Tuesdays from 5:30 to 9:30 p.m. and Saturdays from 08:00 a.m. to 12:00 p.m. in Graduate Business Center Room 110C**, except for the assigned holidays. Please check the UTEP Fall 2023 semester calendar.

## **REQUIRED COURSE MATERIAL**

We would follow **Marketing Management (16<sup>th</sup> 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/in9ivz>

**Course Name:** Marketing Management – Fall 2023. You can find detailed instructions for Revel registration on Page No. 10 of this syllabus.

**Book ISBN-13:** 9780137344055

You will also need to buy an HBR Course Pack, which consists of cases and exercises we will cover during this class.

**HBR Coursepack Link:** <https://hbsp.harvard.edu/import/1110652>

## **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 strategically identify and approach marketing problems.

### Course Learning Objectives

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

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 (5%)

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.

**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 (25%)**

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 the 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 p.m. These in-class quizzes are worth 25%. I will drop the lowest score on this component.

## **3. In-Class Assignments (30%)**

After the class discussion by the assigned team (see component 1) for a WSJ article, we will work on an 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. Be prepared to share your solutions with the class. These assignments are worth 30% points in the final grade. I will drop the lowest score on this component.

## **4. Simulation Case (15%)**

Toward the end of this course, you will work on a simulation requiring you to leverage your knowledge and experience of this subject matter. The instructor will give you an introduction to the simulation and all the necessary tools to perform well on this simulation. At the end of the simulation, you will submit a one-page report on your strategy to deal with various marketing mix elements for the simulation. You can work with a group, but you will only be judged on your performance and one-page strategy sheet.

## **5. Final Exam (25%)**

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](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                |
|----------------------|-------------------|-----------------------|
| BB Quizzes           | 25%               | Drop one lowest score |
| In-Class Assignments | 30%               | Drop one lowest score |
| Final Exam           | 25%               | --                    |
| Team Simulation Case | 15%               | --                    |
| Class Participation  | 5%                | --                    |
| <b>Total</b>         | <b>100%</b>       |                       |

### 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   |
|--|---|---|
| <p><b>Session 1</b><br/>Nov 7, Tuesday</p>   | <p><b>Overview of the Course and Using Revel Platform</b></p> <p><b>Introduction to Marketing Management</b><br/>Defining Marketing for the New Realities (Ch-1)<br/>Socially Responsible Marketing (Ch-21)</p> <p><b>Articles/Cases:</b><br/><a href="#">WSJ Article 1</a>: TurboTax Owner Intuit to Pay \$141 Million Over 'Deceptive' Marketing Allegations by Lind Christiansan</p> <p><a href="#">WSJ Article 2</a>: Companies That Embraced Social Issues Have Second Thoughts by Chip Cutter and Lauren Weber</p> <p><b>Additional Material:</b><br/><a href="#">Research Article</a>: Acuti, D., Pizzetti, M., &amp; Dolnicar, S. (2022). When sustainability backfires: A review on the unintended negative side-effects of product and service sustainability on consumer behavior. <i>Psychology &amp; Marketing</i>, 39(10), 1933-1945.</p> | <ul style="list-style-type: none"> <li>• Read Ch-1 before coming to the class</li> <li>• Quiz-1 due before Session 2</li> <li>• Buy HBR Case Pack</li> <li>• WSJ Article 1 Discussion</li> <li>• WSJ Article 2 Discussion and Activity</li> <li>• REVEL Simulation – In-Class Activity 1</li> </ul> |
| <p><b>Session 2</b><br/>Nov 11, Saturday</p> | <p><b>Capturing Market Insights</b><br/>Marketing Planning and Management (Ch-2)<br/>Analyzing Consumer Markets (Ch-3)<br/>Analyzing Business Markets (Ch-4)</p> <p><b>Articles/Cases:</b><br/><a href="#">WSJ Article 3</a>: Disney's ABC, ESPN Weakness Adds Pressure to Make Streaming Profitable by Robbie Whelan</p> <p><b>Additional Material:</b><br/>Mittal, V., &amp; Sridhar, S. (2020). Customer based execution and strategy: Enhancing the relevance &amp; utilization of B2B scholarship in the C-suite. <i>Industrial Marketing Management</i>, 88, 396-409.</p>   | <ul style="list-style-type: none"> <li>• Read assigned chapters before coming to the class</li> <li>• Quiz 2 due before Session 3</li> <li>• WSJ Article 3 Discussion and Activity (Team 1)</li> <li>• REVEL Simulation – In-Class Activity 2</li> </ul>  |

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| <p><b>Session 3</b><br/>Nov 14, Tuesday</p>  | <p><b>Identifying Your Customer and Creating Value</b><br/>         Conducting Marketing Research (5)<br/>         Identifying Market Segments and Target Customers (6)<br/>         Crafting a Customer Value Proposition and Positioning (7)</p> <p><b>Articles/Cases:</b><br/> <a href="#">WSJ Article 4:</a> American Airlines' Radical Plan to Reinvent Business Travel By Alison Sider</p> <p><b>Additional Material:</b><br/> <a href="#">Research Article:</a> Huang, MH., Rust, RT A strategic framework for artificial intelligence in marketing. Journal of the Academy of Marketing Science, 49, 30–50 (2021).</p> <p>Segmentation using machine learning:<br/> <a href="https://neptune.ai/blog/customer-segmentation-using-machine-learning">https://neptune.ai/blog/customer-segmentation-using-machine-learning</a></p> | <ul style="list-style-type: none"> <li>• Read assigned chapters before coming to the class</li> <li>• Quiz 3 due before Session 4</li> <li>• WSJ Article 4 Discussion (Team 2)</li> <li>• Perceptual Map Activity – In-Class Activity 3</li> </ul>   |
| <p><b>Session 4</b><br/>Nov 18, Saturday</p> | <p><b>Product and Brand Strategies</b><br/>         Designing and Managing Products (Ch-8)<br/>         Designing and Managing Services (Ch-9)<br/>         Building Strong Brands (Ch-10)</p> <p><b>Articles/Cases:</b><br/> <a href="#">HBR Case:</a> Modelo: Finding a Fighting Spirit by Derek D. Rucker and Ann Legan</p> <p><a href="#">WSJ Article 5:</a> Product Branding Takes a Deadpan Turn, Starring 'The' by Brian Tietje</p> <p><b>Additional Material:</b><br/> <a href="#">Research Article:</a> Swaminathan, V., Sorescu, A., Steenkamp, J. B. E., O'Guinn, T. C. G., &amp; Schmitt, B. (2020). Branding in a hyperconnected world: Refocusing theories and rethinking boundaries. Journal of Marketing, 84(2), 24-46.</p>   | <ul style="list-style-type: none"> <li>• Read assigned chapters before coming to the class</li> <li>• Quiz 4 due before Session 5</li> <li>• WSJ Article 5 Discussion (Team 3)</li> <li>• HBR Case – In-Class Activity 4</li> </ul>                  |
| <p><b>Session 5</b><br/>Nov 21, Tuesday</p>  | <p><b>Pricing Strategies</b><br/>         Managing Pricing and Sales Promotion (Ch-11)<br/>         Additional Content – Types of Digital Pricing Strategies</p> <p><b>Articles/Cases:</b><br/> <a href="#">HBR Case/Exercise:</a> Filmcast: A Conjoint Analysis Exercise by Srinivas Krishnamoorthy and Kyle Maclean</p> <p><a href="#">WSJ Article 6:</a> Social Media Platforms Are Asking Users for Money. They Probably Don't Mean You by Laura Forman</p> <p><b>Additional Material:</b><br/> <a href="#">Research Article:</a> Kienzler, M., &amp; Kowalkowski, C. (2017). Pricing Strategy: A Review of 22 years of</p>   | <ul style="list-style-type: none"> <li>• Read assigned chapters before coming to the class</li> <li>• Quiz-5 due before Session 6</li> <li>• WSJ Article 6 Discussion (Team 4)</li> <li>• Conjoint Pricing Exercise - In-Class Activity 5</li> </ul> |

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|                                     | Marketing Research, Journal of Business Research, 78, 101-110.   |  |
| <b>Session 6</b><br>Nov 28, Tuesday | <p><b>Distribution Strategies</b><br/>Designing and Managing Distribution Channels (Ch-15)<br/>Managing Retailing (Ch-16)<br/>Driving Growth in Competitive Markets (Ch-17)</p> <p><b>Articles/Cases:</b><br/><a href="#">HBR Case</a>: Clash of Business Models by Nirmalya Kumar and Sheetal Mittal</p> <p><a href="#">WSJ Article 7</a>: Bed Bath &amp; Beyond Files for Bankruptcy by Suzanne Kapner and Soma Biswas</p> <p><b>Additional Material:</b><br/><a href="#">Research Article</a>: Timoumi, A., Gangwar, M., &amp; Mantrala, M. K. (2022) Cross-channel effects of omnichannel retail marketing strategies: A review of extant data-driven research. Journal of Retailing.</p>  | <ul style="list-style-type: none"> <li>• Read assigned chapters before coming to the class</li> <li>• Quiz-6 due before Session 7</li> <li>• WSJ Article 7 Discussion (Team 5)</li> <li>• HBR Case – In-Class Activity 6</li> </ul>  |
| <b>Session 7</b><br>Dec 2, Saturday | <p><b>Promotion Strategies</b><br/>Managing Marketing Communications (Ch-12)<br/>Designing an Integrated Marketing Campaign in the Digital Age (Ch-13)<br/>Additional Content – A/B Experimentation</p> <p><b>Articles/Cases:</b><br/><a href="#">WSJ Article 8</a>: How Bud Light Handled an Uproar Over a Promotion With a Transgender Advocate by Jennifer Maloney Lauren Weber</p> <p><a href="#">WSJ Article 9</a>: This Is a False Advertisement': X Ads Are Being Challenged by Reader Context by Patrick Coffee and Megan Graham</p> <p><b>Additional Material:</b><br/><a href="#">Research Article</a>: Li, F., Larimo, J., &amp; Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. Journal of the Academy of Marketing Science, 49, 51-70.</p> | <ul style="list-style-type: none"> <li>• Read assigned chapters before coming to the class</li> <li>• Quiz 7 due before Session 8</li> <li>• WSJ Article 8 Discussion (Team 6)</li> <li>• WSJ Article 9 Discussion (Team 7)</li> <li>• REVEL Simulation – In-Class Activity 7</li> </ul> |
| <b>Session 8</b><br>Dec 5, Tuesday  | <p><b>Managing Growth and Customers</b><br/>Developing New Market Offerings (Ch-18)<br/>Building Customer Loyalty (Ch-19)</p> <p><b>Articles/Cases:</b><br/><a href="#">Analysis</a>: Customer Segment Analysis</p> <p><b>Additional Material:</b><br/><a href="#">Research Article</a>: Pansari, A., &amp; Kumar, V. (2017). Customer engagement: the construct, antecedents, and consequences. Journal of the Academy of Marketing Science, 45, 294-311.</p>   | <ul style="list-style-type: none"> <li>• Read assigned chapters before coming to the class</li> <li>• Quiz-8 due before Session 9</li> <li>• Segmentation/Cluster Analysis – In-Class Activity 8</li> </ul>  |

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| <b>Session 9</b><br>Dec 9, Saturday   | <b>Going Global</b><br>Tapping into Global Markets (Ch-20)  | <ul style="list-style-type: none"> <li>• Read assigned chapters before coming to the class</li> <li>• Quiz-9 due before Session 10</li> <li>• WSJ Article 10 Discussion (Team 8)</li> <li>• WSJ Article 11 Discussion (Team 9)</li> <li>• REVEL – In-Class Activity 9</li> </ul> |
|                                       | <b>Articles/Cases:</b><br><a href="#">WSJ Article 10</a> : Volkswagen Bets an Old SUV Can Help It Win Over Americans By William Boston<br><br><a href="#">WSJ Article 11</a> : Adidas Seeks Redemption in China by Trefor Moss  |  |
|                                       | <b>Additional Material:</b><br><a href="#">Research Article</a> : 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. |  |
| <b>Session 10</b><br>Dec 12, Tuesday  | <b>Simulation Case Activity</b><br><br><b>Final Exam Review</b>   |  |
| <b>Session 11</b><br>Dec 16, Saturday | <b>Online Final Exam Via Respondus Monitor</b>  |  |

## 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](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. 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 – Fall 2023.

When you're ready, join your course at:

<https://console.pearson.com/enrollment/in9ivz>

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: Nov 7, 2023

Course end date: Dec 22, 2023