

MKTG810: Marketing Management Course Syllabus

Spring 2006

Tue/Thu 3:55-5:10pm, Calvin 209
College of Business Administration
Kansas State University

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Course Overview

The course focuses on formulating and implementing marketing management strategies and policies, a task undertaken in most companies at the strategic business unit level. The marketing management process is important at all levels of the organization, regardless of the title applied to the activity. Typically, it is called corporate marketing, strategic marketing, or marketing management. For our purposes they all involve essentially the same process, even though the actors and activities may differ. The course will provide you with a systematic framework for understanding marketing management and strategy.

Course Objective

1. To become familiar with the range of decisions implicit in strategic marketing management and planning.
2. To develop skill in using a variety of analytical frameworks for making such decisions.
3. To develop an understanding of how markets contrast in terms of:
 - ? Their “enduring characteristics.”
 - ? Their stage of development and how the nature of competition in such markets is impacted.
4. To develop skills in planning a variety of marketing management tools, ranging from new product entry strategy to international market product life cycle management and strategy.
5. To develop skill in organizing for effective strategic marketing and in implementing the market planning process.

What You Will Learn from The Course

This course is concerned with the development, evaluation, and implementation of marketing management in complex environments. The course deals primarily with an in-depth analysis of a variety of concepts, theories, facts, analytical procedures, techniques, and models. The course addresses strategic issues such as:

- ? What business should we be in?
- ? What are our long-term objectives?
- ? What is our sustainable marketing competitive advantage?

- ? Should we diversify?
- ? How should marketing resources be allocated?
- ? What marketing opportunities and threats do we face?
- ? What are our marketing organizational strengths and weaknesses?
- ? What are our marketing strategic alternatives?

Course Materials

Marketing Management, 12th edition, by Kotler/Keller, Prentice-Hall 2006, ISBN 0-13-145757-8

The lectures do not necessarily cover the content of the textbook. The class time will be spent mostly on the applications and cases relevant to the covered chapter. It is also strongly recommended to have a basic intro level marketing principles textbook with you throughout the course. Since we focus on expanding the principles, it is extremely important to refresh your memory on marketing principles before every class.

The course will utilize K-State Online for communication. Please visit the course page regularly for course information, lecture slides, assignments, supplementary readings, grades, and announcements. The course page will be heavily used throughout the course, and some assignments are submitted through the page as well. Please remember that it is your responsibility to make sure you get all the information posted on the course page. Detailed information on K-State Online will be presented in the class.

The students are also required to obtain the participation license for LINKS marketing strategy simulation game. Details of the LINKS participation will be presented in a separate group project instructions.

Course Requirements

This is a course you should take after taking an introductory marketing course (MKTG400). It is assumed that you already possess the basic knowledge of marketing. Instead of reiterating the content that is covered in the introductory course, we will focus on the extension of the basic marketing principles into marketing strategy formulation, implementation, and evaluation. There are considerable materials to be covered. There are one final exam, four short quizzes, one group term project (marketing strategy simulation game), and ten online discussions throughout the semester. This is not a course in which you can do all the assignments and projects in a couple of days before the due dates. Please plan ahead and allocate your time to maximize the learning experience.

1. Attendance

Your presence in class is essential to your ability to understand and apply the material covered in this course. Treat this class as a professional obligation. By accepting a job you are making an implicit commitment to attend work regularly. By registering for this class you make a similar commitment. Also, try to avoid being consistently late for class. This tends to be quite distracting and disruptive for the rest of the students.

Absence from class does not exempt you from being responsible for all the material covered in class and being aware of any announcements made in class. If you miss class it is your responsibility to obtain the lecture or discussion notes and handouts, if any, from your classmates.

2. Class Participation

As in your forthcoming career, you are expected to regularly participate in class/online discussions, which will be led by the instructor. Class/online participation is graded and the following guidelines will help you be an effective participant.

- (1) Make sure to read the assigned readings, and think about them in depth before coming to class or posting a message online.
- (2) Provide inspiration by,
 - applying conceptual materials from the book chapters, lectures, and past marketing classes to the issue being discussed,
 - applying external business world knowledge to the issue being discussed,
 - integrating comments of previous students,
 - reaching back to something said previously in the discussion that is pertinent at the present moment,
 - taking issue with classmate's analysis (civilly!),
 - pulling together material from several places in the text and readings,
 - drawing parallels from previous lectures and chapters read earlier,
 - tying in briefly an experience you have had that is relevant to the discussion,
 - demonstrating that you have read and given careful thought to the readings for the day.
- (3) While implementing the above guidelines, always try to be logical and structured.
- (4) Finally, I will cold-call students to assess the level of preparation and involvement. So, please be prepared to participate in every class.

Please note that class participation also takes into account student activities that disrupt and/or hamper good class discussions. These include engaging in private conversations with fellow students, making discourteous remarks about other students, reading outside materials during class, and arriving late for class.

- Online Discussion

Another component of class participation is the online discussion on assignment topic. Students are asked to actively participate in the discussion on the K-State Online course page and freely agree/disagree/debate on the issues assigned for the week. The level of contribution to the discussion by each student will be graded with three levels. A student who provides excellent insights with strong supporting evidences will earn 20 points, a good level of contribution 17 points, and the average level of participation 14 points. Please note that the depth of your own thoughts instead of a list of facts is more valuable in this assignment. Use facts only when it is necessary to support your argument/opinion. Instructions for participating in the web discussion on the course page will be provided in the class.

3. Quizzes and Final Exam

Quizzes and final exam will assess knowledge of key concepts and the ability to apply these concepts to marketing problems. There will be four in-class quizzes with multiple-choice questions (check the schedule for quiz dates). The final exam will be a comprehensive exam covering all the materials including the lectures and class discussions throughout the whole semester. All quizzes and exams are **closed-book and open-notes**. Consistent with University Policy, no make-up exams will be offered except for documented medical emergencies. In such case the instructor reserves the right to change the content and format of the make-up exam.

4. Group Project – Marketing Strategy Simulation Game (LINKS)

Each student will be assigned to **a group** to play LINKS, a marketing simulation game. The project has two components—1) playing the game and 2) preparing a series of reports. The groups will be evaluated based on the game performance and the quality of the reports. Students will be asked to evaluate their group

members for their contribution to the project at the end of the semester. The grades will be equally distributed among the group members unless there is a dispute regarding the amount of individual contributions. The students are required to obtain the manual (available for free online) and pay the participation fee before the start of the game. Further details of the group project will be posted on the course page.

Note: There is **NO PROVISION** for late work on any assignments. Only the work that is submitted on time will be graded. Partial credit will **NOT** be given for late work. There are so many things that can go wrong (e.g., flat tires, computer or printer problems, illness, etc.), so I strongly recommend having backup systems in place so that you can have all work completed on schedule.

Grading

1. **Online Discussion** **200 points**
 10 x 20 points

2. **Quizzes and Exam** **400 points**
 Quizzes 4 x 50 points
 Final 200 points

3. **Group Projects** **400 points**
 Performance 200 points
 Reports 2 x 50, 1 x 100 points

Grand Total 1000 points

Grade Distribution		
Letter	Point	Score Range
A	4.00	900 – 1000
B	3.00	800 – 899
C	2.00	700 – 799
D	1.00	600 – 699
F	0.00	0 – 599

Academic Integrity

Plagiarism, communicating with fellow students during an exam and other forms of academic dishonesty will be dealt within a manner consistent with University policy.

Course Schedule

WEEK	DATE	TASK	TOPIC
0	1/12	Just show up!	Course Overview
1	1/17	Read Ch. 1 & 2	What is Marketing?
	1/19	Read Ch. 3 & 4	
2	1/24	Read LINKS Manual Ch. 1-7	Understanding The Market
	1/26	Read LINKS Manual Ch. 8-12	
3	1/31	Read LINKS Manual Ch. 13-14 Online Discussion #1 Due	LINKS Introduction Group Assignment
	2/2	Read LINKS Manual Ch. 15-end	
4	2/7	Initial LINKS Results (Q3) available Online Discussion #2 Due	LINKS Software Demo
	2/9	QUIZ 1: LINKS	LINKS First Decision Preparation
5	2/14	Read Ch. 5 LINKS Q4 Input Due LINKS Initial Strategy Report Due	Customer Value, Satisfaction, and Loyalty
	2/16	Online Discussion #3 Due	
6	2/21	Read Ch. 6 & 7 LINKS Q5 Input Due	Analyzing Markets
	2/23	Online Discussion #4 Due	
7	2/28	Read Ch. 8, 10 & 11 LINKS Q6 Input Due	Segmentation, Targeting, and Positioning
	3/2	Online Discussion #5 Due	
8	3/7	LINKS Q7 Input Due LINKS Interim Strategy Report Due	Brand Equity
	3/9	Read Ch. 9 Online Discussion #6 Due QUIZ 2	
9	3/14	Read Ch. 12 & 13 LINKS Q8 Input Due	4P-1: Product
	3/16	Online Discussion #7 Due	
10	3/21	No Class!	Spring Break
	3/23		

WEEK	DATE	TASK	TOPIC
11	3/28	Read Ch. 14 LINKS Q9 Input Due	4P-2: Price
	3/30	Online Discussion #8 Due	
12	4/4	Read Ch. 17, 18 & 19 LINKS Q10 Input Due QUIZ 3	4P-3: Promotion
	4/6	Online Discussion #9 Due	
13	4/11	LINKS Q11 Input Due	4P-4: Place (Distribution)
	4/13	Read Ch. 15	
14	4/18	LINKS Q12 Input Due	New Product Development
	4/20	Read Ch. 20	
15	4/25	LINKS Final Strategy Report Due	LINKS Discussion I
	4/27	Online Discussion #10 Due	LINKS Discussion II
16	5/2	QUIZ 4	LINKS Discussion III
	5/4		LINKS Discussion IV

Final Exam

May 10, 2:00 – 3:50pm