

## **COURSE DESCRIPTION**

A understanding of the application of marketing theories, concepts, and practices as they relate to the management of the marketing function in a complex organization. Emphasis will be on the managerial aspects of marketing plans, including analysis of the external environment. A key element of the course will include the relationship of the "marketing mix" to strategic planning.

## **STUDENT LEARNING OUTCOMES:**

*You are to:*

1. Learn the fundamentals of implementing the marketing function in organizations,
2. Evaluate the social, legal, political and ethical concerns in marketing,
3. Understand the function of marketing in a competitive, dynamic global business,
3. Develop effective strategic and marketing analysis skills,
4. Enhance computer-based skills including on-line activities, written and oral communication, and information analysis,
5. Make a value-added contribution to your class team,
6. Demonstrate an individual capability for meeting professional standards of conduct, quality, and skill, and
7. Build the skill base needed to complete the MBA degree.

Learning objectives are assessed through a combination of class discussion, marketing projects, and quizzes. Quiz questions are directly tied to learning objectives for each book chapter and associated lecture slides.

## **COURSE STRUCTURE**

MK504 prepares you in the fundamentals of managing the marketing function within organizations. The course is designed to give you both the theoretical and practical knowledge necessary to identify, analyze and solve marketing problems. You will acquire the requisite knowledge through lectures, case studies, and various applied exercises and other assignments. There are four quizzes. *Make-up quizzes are not possible.*

## **RESOURCES**

Kotler/Keller, **Marketing Management**, 12th ed., Prentice Hall.

You are expected to keep up to date on current issues in Marketing from Business Week, Fortune, the Wall Street Journal and the New York Times. We will have discussions on key events in marketing regularly through the class.

This course is supported by a bulletin board on the DeSales Blackboard server. You can find it at: <http://blackboard.desales.edu>. Case write-ups and supporting material, lecture PowerPoint Slides and this syllabus are found on the bulletin board of the Blackboard (BB) web page for the course.

## **GLOBAL MARKETING AND CONSULTING**

Welcome to Global Marketing and Consulting (GMAC). We are a large international consulting firm that provides client services around the world. You have been assigned to a team formed from participants in our training program. During this program you are to learn the fundamentals of marketing management in order to apply them effectively with our client base. As such, we have prepared a set of projects that simulate problems we encounter serving our client base. You and other members of your team are responsible for completing these consulting projects. Like many consultants you will need to learn how to meet your clients needs in situations you have not encountered before.

**All team deliverables are to be submitted to BB server with a cover sheet with the project title, submission date, team name and number, and the name of each team member. Under the appropriate Assignment folder.**

### **Project Deliverables**

#### Quizzes - Individual (100 points)

DUE: See Schedule

In order to assess staff competency in marketing theory and practice, four quizzes have been scheduled. They are designed to assess your comprehension of the principles of marketing as outlined in the learning objectives that are presented at the start of each meeting. The quiz format will be short-essay questions. Each quiz will be based upon the chapter learning objectives, and the Applications section at the end of each chapter. Learning objectives from the text are the questions found on the first page of each chapter. Quiz questions are application oriented.

#### In-class Minicases (30 points)

Due: As Announced

We will have a number of short minicases taken from recent articles in the business press. You and your team will prepare a handwritten solution in class prior to class discussion of these cases. They will be worth up to 4 points each. Please put your team number and all participating team member names on the sheets submitted. If a team member is not in class at the time, do not put their name on the sheet.

#### Project 1 - Aesculap SUSI Strategy: Team (40 points)

DUE: Week 3

Refer to the Aesculap document on BB for information and directions. You will find supporting materials on the BB server. The maximum fee you can earn for this project is 40 points

depending on the marketing, strategic and cost effectiveness of your recommendations. The points will be divided equally between your written Executive Summary and your presentation.

Project 2 – BMW Branding Problem Team (50 points)

DUE: Week 8

Your managing partner has just received an urgent request from BMW. They want to know whether they should launch a new type of vehicle based upon a car-motorcycle developed in Europe called the Clever. You are to make a recommendation as to whether they should develop such a vehicle. You are to recommend a branding strategy for the vehicle whether you think they should launch it or not. You will find supporting materials on the BB server. Your maximum fee will be 50 points [Report (20) Presentation (30)]

Project 3 - New Product Development Exercise – Team (70 points) DUE: Week 11

As part of your training, you are to prepare a proposal for a new product or service. The proposal is a request for funding a marketing program to launch this new product or service. Details for this assignment are found on the BB server. The maximum fee you can earn for this project is 70 points depending on its feasibility and risk/return profile. The points will be divided equally between your written proposal and your proposal presentation.

***ALL presentations must be accompanied by one copy of a printed handout submitted to Professor Buss and any external guests for each presentation. Handouts are to be printed in “Pure Black and White” not color with three slides to a page.***

Your clients are hard negotiators and these projects are of critical operational importance to them. They negotiated a clause calling for a 10% reduction in your maximum fee for each day a written deliverable is late. Presentations will lose up to 100% of the fee if the presentation is not given as scheduled.

Each team is to work individually on all projects. You are expected to share resources found outside of class by posting relevant resources and links on the BB server. The quality of the postings that are provided by your team will affect the individual bonus of all team members. In other words, if you find something useful share it. You may NOT share your work product and analysis outside your team.

All projects are to be submitted on BB ONLY. NO hard copy files are to be submitted in class except for the quizzes and the PowerPoint handouts. All projects require both a written report with your analysis and recommendations, and a PowerPoint file presenting those recommendations and analysis. Your team will also present that file in class.

Each project will be evaluated according to three criteria: 1) Depth and quality of analysis (A), 2) Communication effectiveness (C), and 3) Professionalism (P).

## **EVALUATION PROCEDURE**

Each project is evaluated in multiples of 5 points. A project deliverable will be graded according to four levels of standards:

**5 = Superior MBA Student Performance:** Superior Graduate Student standards include all that is expected of graduate students, as well as effective integration of other principles, ideas and procedures not normally applied to the particular problem being approached. Performance at this level requires imaginative application of other ideas to the problem that strengthens your analysis and the effectiveness of your argument.

**4 = Expected MBA Student Performance:** Expected graduate student performance will exhibit critical analytical skill, mastery of marketing and business principles, professional appearance, and clean writing.

**3 = Below Expected Graduate Student Performance:** Performance below that expected of graduate business students will fall short in one or more of the areas expected from MBA students delineated above.

For a 30-point project, the point schedule is the rating you earn times 6 with adjustments for slight differences within each category. **A 30-point project that meets expected graduate student performance will receive a total of 24 points.** This is a “B” grade. To earn more than 24 points, you MUST exceed expectations.

**Total Point Schedule:**

Individual Bonus Points	10
Quizzes - 4 quizzes x 25	100
In-class minicases	30
P1: Aesculap – SUSI Strategy	40
P2: BMW – Branding Problem	50
<u>P3: New Product Development Project</u>	<u>70</u>
TOTAL AVAILABLE POINTS	300

All individuals in your group will receive all of the earned team points plus their individual points. Individuals whose names are not submitted on a group assignment will receive reduced points for that assignment. You will be assigned up to 10 additional bonus points by Professor Buss based upon your performance as observed by him. The primary criteria for receiving bonus points are your contribution to group projects and your contribution to the learning of the entire class. You contribute to group learning through useful postings of resources and information on BB, your support of all other members of the class, and the quality of your contributions to class discussion. *There are stupid questions and stupid comments, do not chew up class time with inanities. These will be observed and will go unremarked. They will reduce your bonus points.*

**GRADE STANDARDS**

The following schedule represents the grade targets for this class. There are a total of 300 points available. After the class is completed, the cut-off points for each grade may be lowered, but they will not rise.

- A = 280
- A- = 270
- B+ = 260
- B = 250
- B- = 240
- C+ = 230
- C = 220
- C- = 210
- D+ = 200

Final class grades will be a curve on the total number of points you earn. The curve will follow normal DeSales University grading policies.

### ADMINISTRATIVE POLICIES

Concerning the stipulations governing such academic policies as grading, plagiarism, attendance, and the like, the regulations published in the *Student Handbook* and DeSales MBA program policies will be followed. Professionals take complete responsibility for their actions and receive both positive and negative awards based upon the appropriateness of their actions.

#### Proposed Course Schedule

(BB = DeSales Blackboard Server)

**Before Class Begin (Week of 4/2): You must log on to the DeSales Blackboard server. Register for the Class (CR504 OM Spring 07). Click on the Eluminate Live Header and read the first four documents to make sure your computer will allow you to participate in this class.**

	Topic(s)	Assignment/Activity
WEEK 1	<i>The Marketing Rules</i> <ul style="list-style-type: none"> <li>• Marketing in the 21<sup>st</sup> Century</li> <li>• Developing Marketing Strategies</li> </ul>	Read chapters 1,2.
WEEK 2	<ul style="list-style-type: none"> <li>• Environment Scanning</li> <li>• Marketing Research</li> </ul>	Read chapters 3,4
WEEK 3	<ul style="list-style-type: none"> <li>• Creating Customer Value</li> <li>• Consumer Markets</li> </ul>	Read chapters 5,6
WEEK 4	<ul style="list-style-type: none"> <li>• Organization Markets</li> </ul> <b>Project 1 Presentations (Made on-line with the Elluminate program)</b>	Read chapter 7
WEEK 5	<i>Competitive Strategies</i> <ul style="list-style-type: none"> <li>• Target Marketing</li> <li>• <b>Examination #1 (Chapters 1-7)</b></li> </ul>	Read chapter 8
WEEK 6	<ul style="list-style-type: none"> <li>• Brand Positioning</li> <li>• Creating Brand Equity</li> </ul>	Read chapters 9,10
WEEK	<ul style="list-style-type: none"> <li>• Dealing with Competition</li> </ul>	Read chapters 11,12,13

7	<ul style="list-style-type: none"> <li>• Product Strategy</li> </ul>	
<b>WEEK 8</b>	<b><i>Project 2 Presentations</i></b> <b><i>Implementing Marketing Programs</i></b> <ul style="list-style-type: none"> <li>• Pricing</li> </ul>	Read chapters 14
<b>WEEK 9</b>	<ul style="list-style-type: none"> <li>• Distribution</li> <li>• <b><i>Examination #2 (Chapters 7-14)</i></b></li> </ul>	Read chapters 15,16
<b>WEEK 10</b>	<ul style="list-style-type: none"> <li>• Integrated Marketing Communication</li> <li>• New Market Offerings</li> </ul>	Read Chapters 17,18,19,20
<b>WEEK 11</b>	<ul style="list-style-type: none"> <li>• Global Marketing</li> <li>• Marketing Implementation</li> </ul>	Read chapters 21,22
<b>WEEK 12</b>	<b><i>Project 3 Presentations</i></b> <b>Final Examination (Chapters 15-22)</b>	Submit Final Report