

## **MKT 450 Marketing Management**

Winter WEC 2008

8:00-12:00 p.m. Sat. MUS 24

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Texts: A Framework for Marketing Management, 3<sup>rd</sup> ed. Kotler

Publisher: Prentice Hall

Marketing Mistakes, 10<sup>th</sup> ed. Hartley

Publisher: Wiley

Custom Text: Prentice Hall

### Course

#### Goals:

1. To expand upon and increase your understanding of marketing concepts introduced in previous coursework (pedagogy: exams, case analysis, group projects).
2. To develop an understanding of theories and concepts related to marketing strategy, and to be able to use them in analyzing cases (pedagogy: case analysis).
3. To develop a comprehensive marketing plan for a new product (pedagogy: group project).
4. To learn from the mistakes of others (pedagogy: case sessions).
5. To be able to apply course material to improve decision making, rational thinking, and problem solving skills (pedagogy: all assignments).
6. To develop the specific skills, points of view, and competencies needed by professionals in marketing (pedagogy: all assignments).
7. To be able to express yourself in writing (and, as an aside, orally as well) (pedagogy: all assignments).

Please Note: Don't feel discouraged if at times it seems like the material we cover in class doesn't relate to the cases we are studying. What I am trying to do (aside from trying to chew crackers and whistle at the same time) is to cover this class from two perspectives: from the strategic standpoint, and from the day-to-day management standpoint. By the end of this class, you will hopefully be able to develop a marketing strategy and be able to handle the nuts and bolts of implementing it.

Evaluation of Goals: To determine how well you have achieved the goals that I have set for this class, I will measure your performance on the following activities:

- 1. A mid-term exam**
- 2. A final exam**

**3. One 8-12 page case analysis. You may work on this case with another person, but you must turn in separate papers in your own writing.**

**4. A group project consisting of three parts--a paper (75 pts.), oral presentation (25 pts.), and peer evaluations (50 pts.). We will discuss these components in class.**

**5. One group-led case session (Select a case from the book "Marketing Mistakes," and present to the class). Your questions should be typed and submitted to the class, as well as to me. You have free reign that day--use your creativity!**

Grading: Grades will be determined by your performance on the following course requirements:

Case Session	20pts.
Midquarter exam	100pts.
Final exam	100pts.
Case study	100pts.
Group marketing plan	<u>150pts.</u>
Total points possible	470pts.

Grade distribution:	432-470	4.0
	413-431	3.5
	385-412	3.0
	366-384	2.5
	338-365	2.0
	319-337	1.5
	291-318	1.0
	272-290	0.5
	<272	0.0

Instructor Policies:

1. WEC policy states that if you will miss more than one class period, you should not sign up for the course. If you miss more than one class session, your grade will be reduced to 0.0.
2. I use class participation to determine borderline grades (up to two points at my discretion). You will need to read the assigned material before class and to be ready to discuss it in class.
3. I issue make-up tests only under extenuating circumstances. Please call me if you have such a situation.
4. I will deduct points for spelling and grammatical errors on assignments. Being a professional marketer means that you need to be able to communicate (plus, this class meets the Writing Graduation Skill)!

**You will be turning in draft copies of your case and project for feedback from me (note assigned dates). Failure to turn in a draft will result in a 10-point grade reduction for that assignment.** You will receive your draft back ASAP (please put your fax number on your paper!). If you receive less than a 70 on the case, you may resubmit it. I will average the two scores together and that will be your final grade for the assignment.

5. Written assignments are due before class on the scheduled dates. Late papers are downgraded 7 points for each day they are late. I cannot accept late group projects for any reason.

6. All written assignments **MUST** be typed (double spaced). Please make sure you have a backup file.

7. Academic dishonesty is not only forbidden at Augsburg, it is abhorrent. Any student suspected of such behavior (plagiarism, cheating on examinations, stealing library materials, copying cases prepared by another student, etc.) will be asked to meet with me individually. If the issue cannot be resolved, we will meet with the department chair, then with other college administrators if need be. Unless otherwise stated by me, students are expected to do their own work without help from others. Please note in particular that copying quotations from printed materials without citing the source is a form of plagiarism. Rearranging the words does not change that fact. The wording you use must be your own, or else you are stealing someone's work. If you take exact wording from a textbook or article, use quotation marks and acknowledge the author. If you use your own wording to cite someone's ideas, you must use footnotes or references. If you need further clarification on what constitutes academic dishonesty, please call the dean's office and ask for the college statement on academic dishonesty. Do yourself a favor--don't cheat (the other person probably has the wrong answer!!)

8. If you are learning disabled or physically challenged and need special arrangements, please let me know.

**CLASS SCHEDULE**  
(subject to change with prior notice)

<u>WEEK</u>	<u>TOPIC</u>	<u>CHAPTERS (Kotler)</u>
Jan. 12	Introduction Review of Marketing Concepts What is Strategy? An Overview Foundations of Strategic Mktg Mgmt The Business Mission Customer Analysis Consumer/Organizational Behavior Market Segmentation/Targeting Discussion on how to write up a case Case: Quetzal Collections, Inc. <b>Bring annual report to class for in-class exercise!</b>	1-7
Jan. 26	Competitor Analysis Industry Analysis Market Potential/Financial Analysis Environmental Analysis <b>Case session</b> <b>Tyler Pet Foods draft due</b>	(3), 8, 9
Feb. 2	Self-Analysis Marketing Research (brief review!) Experience Curve Portfolio Analysis Product / Service Strategy & Mgmt <b>Tyler Pet Foods due</b> <b>Case session</b>	(3), 10-11
Feb. 16	<b>Midterm</b> SCA-Differentiation SCA-Low Cost, Focus, Preemptive Move New Product Development Marketing Communications	(10), 15-17
Mar. 1	Diversification Declining and Mature Markets Marketing Channels Pricing Strategy <b>Case session</b> <b>Project draft due</b>	12-14
Mar. 15	Global Strategy Implementing Strategy Marketing of Services Marketing Ethics <b>Projects due</b>	(11), 18

Mar. 29

**Final  
Presentation of group projects**

**TEAM PROJECT**

One of the major requirements in this course is that you develop a marketing plan for a new product. I have assigned this project for three reasons:

1. To get you to apply everything you have learned in this course to a potential real-life situation.
2. To help you establish valuable contacts with local businesses.
3. To help you to adjust to a team environment by working with people who have various backgrounds and personalities.

I hope that you will find that this project is demanding, challenging, and fun. Marketing usually is! So plan on giving it 100% of your effort.

**Requirements**

1. The product must be new for the company. It may have competition from other businesses. You may do your project on the business itself if it is a small one and it does not have an existing marketing plan.
2. You may use a consumer goods, industrial or service organization (profit or non-profit). Please clear your project with me before you actually begin to do some work on it! You will also need to select a group leader, who will be responsible for submitting two progress reports throughout the semester. In return for this aggravation, there will be a chance for extra credit for these individuals at the end of the semester. Remind me to talk about this in class.
3. You must contact the company. I will expect to see proof (i.e. a catalog, letter, etc.). I will look more favorably upon your project if you establish rapport with the marketing department. If the company does not have such a department, this project might help them! In this case, try to contact a decision-maker in the firm.
4. Minimum components in the plan:
  - Environmental analysis (Social/cultural, political/legal, economic, tech. env.)
  - Industry analysis (Include group map, discussion of structure of industry)
  - Competitive analysis (Include Five Forces model, description of competitors)

Specific objectives (To achieve \$5 million in sales by Oct. 1, 2009)

Target markets served and justification (Who are they? How large? Why would they buy this product? Is the market sizable enough to support this product?)

Estimated volume and market share (How much will we sell? What is our expected share?)

Profit analysis (estimate costs)

Marketing mix decisions (detailed description of each)

--Product

--Price

--Distribution

--Promotion

Bibliography (including library references)

5. I will expect you to set up an appointment with me early in the semester to review your project idea. I like to do this because we can brainstorm about different directions you can take with this assignment. I also expect you to meet with me periodically for progress reports.

6. Presentations should be 15-20 minutes, and should cover the main points of your paper. Papers must be at least 10 pages, and are due the day of the presentation.

Your grade will be based on the following criteria:

Comprehensiveness--how many aspects of strategic planning and marketing management have you taken into consideration?

Thoroughness--how thoroughly have you covered each of the aforementioned areas? What type of analytical tools have you used? Is your analysis thorough?

Fit with company--is this in fact a product the company could actually make?

Uniqueness--is this a product that is unique in the marketplace? Why should people buy it? What makes it different from other offerings?

Rationale--why did you decide on this product? Back up your assumptions with supporting information (numbers, etc.). Do not rely just on your own opinion.

Effort--does your project reflect your best effort?

Other criteria--grammar, lateness, creativity, etc.

Remember that you are a product or marketing manager. Think of me as your CEO. Why should our company make this product?

It is imperative that you get started immediately. Don't wait. There is a lot of work before you and late presentations/papers will not be accepted under any circumstances. Since this is a group project, you are responsible for holding up your end of the workload. If you do not, you are cheating the other group members as well as yourself. Just remember that you will have the chance to grade the members in your group on their contributions to the project, as well as to grade yourself on your own efforts.

Good luck!