

WALSH UNIVERSITY      SPRING 2008

BUSINESS, ECONOMICS, AND COMMUNICATION DIVISION

Marketing Management      MBA 612

**PROFESSOR:**                      Dr. Therese A. Maskulka  
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**OFFICE HOURS:**                Tuesday 1 – 3 pm;  
Wednesday 5 – 6 pm **Medina**  
Thursday 1- 6 pm  
And by appointment

**REQUIRED TEXT:**              Marketing Management, 12<sup>th</sup> edition, by  
Kotler/Keller, Prentice-Hall 2006  
ISBN 0- 13-145757-8  
Also required – subscription to Wall Street Journal  
(student discount)  
Additional articles will be distributed throughout the  
Semester

**COURSE OBJECTIVES**

This course is concerned with the development, evaluation, and implementation of marketing management in complex environments. The course addresses the following strategic issues to ensure that students have a solid foundation of the fundamental marketing decision-making tools and management of all the elements of the marketing plan:

- What business should we be in?
- What are our long term objectives?
- What is our sustainable marketing competitive advantage?
- What marketing opportunities and threats do we face?
- What are our marketing organizational strengths and weaknesses?
- What are our marketing strategic alternatives?

The course will marry key cases to the chapter material and provide students with an opportunity for an in-depth examination of problems facing marketing managers today.

Through an in-depth semester-long project developing a strategic marketing plan (SMP), students will be provided the opportunity to apply those marketing, planning and decision-making skills.

## **COURSE OUTCOMES**

Following the successful completion of this course, students should be able to:

1. understand the process of strategic marketing management
2. identify and know when to apply tools used by today's marketing managers undertaking analyses of a firm's external and internal environment
3. be able understand the key decisions related to the four P's of marketing (product, price, place and promotion);
4. consider how current issues, such as internationalization, innovation and entrepreneurship affect strategic marketing management
5. be able to develop a strategic marketing plan.

## **ACADEMIC INTEGRITY**

The exchange of ideas and sharing of information as part of the educational process is encouraged. Shared views among members of the class can provide an additional element in the process. However, the student is reminded that such sharing of views and other information must remain in the context of academic integrity. A breach of academic integrity is considered a serious matter. "The Division of Business, Economics and Communication subscribes to the Academic Honesty Policy published in the most recent edition of the Walsh University Catalog." The consequences of violating the policy will result in a 0 for the assignment or exam.

## **MAKE UP POLICY**

Make-ups will only be given for EXCEPTIONAL CIRCUMSTANCES and the professor must know in advance.

## **CLASS PARTICIPATION**

Includes discussion of current events, involvement in case discussions, questions asked in class, and class discussion. If a student is not attending class, they are not participating in class discussion. On the other hand, a student who attends all classes and never participated in class discussion will not receive a high class participation grade.

Remember, *YOU SHOULD REMAIN AWARE THAT THE DISCUSSIONS IN CLASS MIGHT COMPROMISE PROPRIETARY INFORMATION. Students are expected NOT to discuss course cases/marketing plans with other persons who are not involved with the class.*

## **CASES**

Students will be provided with a format to follow for their case analysis. Cases will be distributed to the students two weeks before they will be due and will be limited to 3 pages. While three cases will be discussed on case nights, students will only be required to provide a written analysis for one of them.

## **MARKETING PLAN**

Students will be required to develop a strategic marketing plan (SMP) for the firm they will (hopefully) be analyzing for their capstone project (752). The preference for the SMP will be for the student to study one of their employer's major competitors. An outline to follow during the development of the marketing plan is attached and will be discussed throughout the semester.

### **Team Case Projects**

Working in groups of three, the team will lead the class in a "class discussion" case. This will be a 15 minute PP presentation to begin the discussion on the assigned case for that week. The objective is to analyze the case and make recommendations. These discussion-starting presentations should be structured along the following lines and suggested times:

- Case overview and major challenges (2 minutes)
- Strengths and weaknesses relative to the major challenges (3 minutes)
- Recommended objectives, strategies and rationale (10 minutes)

## **PERFORMANCE AND EVALUATION**

Written Cases – 3 @ 50 points each	150 points
Group Case – 100 points	100 points
Strategic Marketing Plan (SMP)	200 points
Class Participation	100 points
Final Exam	200 points
<b>TOTAL</b>	<b>750 points</b>

## **GRADING**

<b>93 - 100 = A</b>	<b>or more points</b>
<b>90 - 92 = A -</b>	<b>points</b>
<b>87 - 89 = B+</b>	<b>points</b>
<b>83 - 86 = B</b>	<b>points</b>
<b>80 - 82 = B-</b>	<b>points</b>
<b>77 - 79 = C+</b>	<b>points</b>
<b>73 - 76 = C</b>	<b>points</b>
<b>70 - 72 = C-</b>	<b>points</b>
<b>67 - 69 = D+</b>	<b>points</b>
<b>63 - 66 = D</b>	<b>points</b>
<b>60 - 62 = D-</b>	<b>points</b>
<b>Below 60 = F</b>	

## **TENTATIVE COURSE OUTLINE**

**1/9 – 1/10** Chapter 1: Defining Marketing for the 21<sup>st</sup> Century  
Chapter 2: Developing Marketing Strategies and Plans  
Chapter 3: Gathering Information and Scanning the Environment

### **LECTURE ON CASE ANALYSIS**

**1/16 – 1/17** Chapter 4: Conducting Marketing Research and Forecasting Demand  
Chapter 5: Creating Customer Value, Satisfaction and Loyalty

### **DUE: WRITTEN CASE 1 and Discussion**

**1/23 – 1/24** Chapter 6: Analyzing Consumer Markets  
Chapter 7: Analyzing Business Markets  
Chapter 8: Identifying Market Segments and Targets  
Chapter 9: Creating Brand Equity

### **DUE: SMP ASSIGNMENT**

Conduct Competitive Analysis and Environmental Scanning  
Select Competitor to study and determine their Target Market

**1/30 – 1/31** Chapter 10: Crafting the Brand Positioning  
Chapter 11: Dealing with Competition  
Chapter 12: Setting Product Strategy

### **DUE: SMP ASSIGNMENT:**

Determine if Marketing Research will be necessary.  
Collect definitive data on the firm's customer.  
Develop Value Proposition  
Define Market Segmentation, targeting and positioning statements.  
Evaluate Branding Strategy:

**2/2 SATURDAY WORKSHOP - REQUIRED – MAIN CAMPUS**

**2/6-2/7** Chapter 13: Designing and Managing Services  
Chapter 14: Developing Pricing Strategies and Programs

### **SMP ASSIGNMENT:**

**DUE: WRITTEN CASE 2** (Dr. Pepper, Skin Tique, Proctor & Gamble –  
Scope, EMI Group, Superior Markets, Southwest Airlines)

- 2/13-2/14** Chapter 20: Introducing New Market Offerings  
Chapter 17: Designing and Managing Integrated Marketing Communications  
Chapter 18: Managing Mass Communications: Advertising, Sales Promotions, Events, and Public Relations

**DUE; SMP ASSIGNMENT:**

Develop product strategy and provide rationale  
Develop Pricing Strategy  
Develop Integrated Marketing Communication (IMC) Plan

**DUE: GROUP CASES/PRESENTATIONS:**

**OPTIONAL:** Submit SMP draft for feedback; *not graded*

- 2/20-2/21** Chapter 21: Tapping into Global Markets  
Chapter 15: Designing and Managing Value Networks and Channels  
Chapter 16: Managing Retailing, Wholesaling, and Logistics

**SMP ASSIGNMENT:**

**WRITTEN CASE 3** (Drypers, Cadbury – Crush, Godiva Europe, Goodyear, Hawaiian Punch, Swisher Mower and Machine)

**2/23** **FINAL WRITTEN SMP DUE BY NOON – Thurs class**

**2/23** **FINAL EXAM – Weds Class**

**2/25** **FINAL WRITTEN SMP DUE: Weds class**

**2/26-2/27** **SMP Presentations to Class**

**3/1** **FINAL EXAM – Thursday class**

