

Course Number: MGMT 522
Course Title: Managerial Marketing
Semester & Year: Spring 2016
Classroom: ASM 1017
Meeting Time/Days: T 4:00 – 6:30pm
Instructor: Dr. Brian Gillespie

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Office Hours: TR 10:00am – 12:00pm,
and by appointment

PURPOSE AND METHOD

MGMT 522 is designed to provide MBA students with a mastery of the marketing management domain through a discussion based, case based learning method.

COURSE OBJECTIVES

Following are the course objectives. They are intended as broad guidelines for study.

The objectives of this course are to expose students to and help them develop an understanding of

1. The implications of an appropriate marketing philosophy,
2. The strategic management of marketing within the organization,
3. The dynamic environment(s) in which marketing decisions must be made,
4. The increasing importance of international influences on marketing decisions,
5. The role of research and information systems in supporting marketing decisions,
6. The conditions necessary to define a market, market segment, and target market; and the variables and techniques used to segment markets,
7. Factors influencing the behavior of buyers in both consumer and organizational markets,
8. The relationships among the elements of the marketing mix,
9. The role of the product in the marketing mix, including: the product life cycle, the relevance of product innovation, and product classifications,
10. The role of channel and supply chain activities in the marketing mix, including: functions of intermediaries, intensity of channel coverage, and total cost of logistics,
11. The role of promotion in the marketing mix, including: the communication process, the promotional mix, advantages and disadvantages of using advertising, publicity, personal selling and sales promotion,
12. The role of price in the marketing mix, including: pricing objectives, pricing policies, and pricing methods.

TEXT

Marshall, Greg and Mark Johnson (2011), “Essentials of Marketing Management,” McGraw-Hill Higher Education Publishing. (Required)

PERFORMANCE MEASURES and GRADING*

Marketing Plan The class will collectively analyze and provide a marketing plan for the local Kolache Factory franchise. The class will be divided into groups. Each group will focus on one aspect of the Kolache Factory (e.g., market research, promotion), analyze their current position and offer both solutions and implementation strategies for the local franchise as they relate to each team’s domain. An executive team will be elected by the class to oversee the process. The executive team, with guidance from the class, will be responsible for compiling, preparing and presenting the final deliverable to the client. The plan will include an in-depth analysis of potential strategies, the plan submitted, the goals of the plan, an implementation strategy, and metrics suggested to measure the effectiveness of the marketing plan. *The purpose of this project is to allow for a “real-life” application of marketing theory and practice.*

An initial deliverable, a mid-semester update, will provide a first attempt to compile the efforts of each group into one, seamless document. This mid-semester update will also identify any potential conflicting solutions and offer opportunities to discuss future directions. The mid-semester update will be relatively abstract in comparison to the final deliverable.

Case Studies A significant portion of this course will rely on the case based learning method. Students are expected to analyze each case assigned based upon the rubric provided by the instructor. While students are expected to be prepared to discuss every assigned case in detail, students are required to submit all eight of the assigned case studies. *The purposes of the case studies are to introduce students to the topics to be discussed in lecture and facilitate class discussion.* All case study submissions must be submitted on Learn prior to the beginning of each class session. Unless prior arrangements have been made, late submissions will not be accepted, and no exceptions will be made. **There will be no opportunities to make up missed case studies for either full or partial credit.**

Course Quiz The course quiz tests your knowledge of material presented in lectures, class discussions and reading assignments. **Unless prior arrangements are made, a missed quiz will be given a score of zero without opportunity for make-up or partial credit.** *The purpose of the quiz is to test your overall understanding of marketing theory.*

<u>Assignments</u>	<u>points</u>
Case Studies (8 @ 25 points each)	200
Course Quiz	20
Marketing Plan Update	30
Marketing Plan Deliverable	150
<hr/> Total	<hr/> 400

GRADING SCALE*

94.0 – 100 %	A	80.0 – 82 %	B-
90.0 – 93 %	A-	77.0 – 79 %	C+
87.0 – 89 %	B+	70.0 – 76 %	C
83.0 – 86 %	B	Below 70%	F

TENTATIVE CLASS SCHEDULE*

Date	Session	Topic	Case Study	Readings
Tuesday 1/19	1	Course and Marketing Plan Introduction		
Tuesday 1/26	2	Marketing Concepts	Unilever (Example)	Ch. 1
Tuesday 2/2	3	Strategy	Dell	Ch. 2
Tuesday 2/9	4	Marketing Research	Amazon	Ch. 4
Tuesday 2/16	5	Consumer Behavior and Relationship Management	KB Homes	Ch. 3+5
Tuesday 2/23	6	Positioning		Ch. 7
Tuesday 3/1	7	Branding	McDonald's	Ch. 8
Tuesday 3/8	8	Product Strategy and Market Research Updates		Ch. 8
Tuesday 3/15	9	Spring Break		
Tuesday 3/22	10	Promotion	Chipotle	Ch. 13
Tuesday 3/29	11	Supply Chain Management and Strategy Updates		Ch. 6+11
Tuesday 4/5	12	Retail	Tesco	Ch. 12
Tuesday 4/12	13	Service and Metrics Update	Zillow	Ch. 9
Tuesday 4/19	14	Pricing	Kodak	Ch. 10
Tuesday 4/26	15	Preparation for Final Deliverable and Course Quiz		
Tuesday 5/3	16	Final Presentation		

MARKETING STUDENT PROFESSIONAL CODE OF CONDUCT

The marketing faculty has created this Student Code of Conduct to support a productive and stimulating learning environment in all marketing classes. The code is designed to help ensure a positive atmosphere and support the vast majority of students who currently exhibit the professional standards detailed below.

Students should exhibit *professional values and behavior* in activities related to their education by demonstrating trust, respect and common courtesy for their classmates and professors by engaging in *professional classroom* conduct, such as

- not text messaging reading email, or ‘surfing’ the web during class
- turning off cell phones during class
- not listening to MP3 players in class
- not departing the room to respond to text or cell phone calls
- avoiding unnecessary talking
- not reading outside material in class
- not working on other class assignments while in class
- complying with class instructions for laptop use

and contributing to a *positive learning environment*, such as

- completing all assigned readings prior to the class period
- arriving, attending and departing class in a professional manner
- taking responsibility for team and individual assignments
- fulfilling team obligations by showing up on time and being prepared
- developing cooperative relationships with other students and faculty
- being prepared to respond to questions or provide examples when asked
- asking for clarification on projects, assignment, and deadlines in class (if you have a question, others will, too).

ACADEMIC INTEGRITY

Anderson School of Management faculty, staff and students commit to values of trust, honesty, integrity, and accountability. We will not tolerate academic dishonesty. By enrolling in any course at Anderson, the student accepts the Anderson Academic Honesty Code and affirms the following pledge:

I will not lie, cheat, fabricate, plagiarize or use any other dishonest means to gain unfair academic advantage.

Any violation of the code of conduct will be taken very seriously and appropriate sanctions will be applied. FOR FULL TEXT OF ANDERSON’S ACADEMIC HONESTY CODE, please visit <http://www.mgt.unm.edu/honesty>.

ADA STATEMENT

Reasonable accommodation will be given to any individual with a legitimate disability. Please contact the instructor privately for arrangements. If you are a qualified person with disabilities who might need appropriate academic adjustments, please communicate with me as soon as possible so that we may make appropriate arrangements to meet your needs in a timely manner. Frequently, we will need to coordinate accommodating activities with other offices on campus. Course materials can be made available in alternative formats.

*The schedule, course requirements and grading scale are subject to change at the discretion of the instructor.