

MKT3300 Marketing Management

Term:	Fall 2013	Professor:	Dr. Elisabeth Honka
Section:	003/ 004	Email:	elisabeth.honka@utdallas.edu
Class Hours:	Tuesdays & Thursdays	Phone:	972.883.5821
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Location:	JSOM 2.717	Office Hours:	Tuesdays & Thursdays 2:00 – 3:00 PM

Required Material

Marketing, by Roger A. Kerin, Steven W. Hartley and William Rudelius, McGraw Hill-Irwin, 8th / 9th / 10th / 11th edition. The approximate price for this book (10th edition) is \$132 in the bookstore, \$65.93 (bookstore rental) and \$95 on amazon.com.

Course Description

This course provides an introduction to marketing concepts, frameworks and methods that are necessary to create, evaluate or implement marketing and market-oriented strategies in today's competitive business environment. The course is designed to help develop your market and marketing intuition when tackling business problems as or along with marketing managers.

Student Learning Objectives / Outcomes

Upon completion of the course, students will be able to understand / define / apply / implement:

1. Segmentation-Targeting-Positioning framework
2. Marketing mix using the 4P framework: Product, Price, Promotion, Place.
3. Pricing strategies such as markup pricing and target pricing.
4. Ethical constraints when making marketing decisions.

Class Schedule (Tentative and subject to change)

Week	Date	Topic	Submissions / Deadlines/ Book Chapters
1	August 27	Course Overview	
	August 29	Introduction to Marketing	Chapter 1
2	September 3	Strategic Planning	Chapter 2
	September 5	Marketing Environment	Chapter 3
3	September 10	Ethical Issues	Chapter 4
	September 12	Consumer Behavior	Chapter 5
4	September 17	Recap	
	September 19	EXAM 1	
5	September 24	Marketing Research I	Chapter 8
	September 26	Marketing Research II	Chapter 8
6	October 1	Segmentation, Targeting and Positioning I	Chapter 9, “Marketing in the News” write-up 1 is due
	October 3	Guest Speaker 1	Ben Smithee, <i>SpychResearch.com</i>
7	October 8	Segmentation, Targeting and Positioning II	Chapter 9
	October 10	Recap	
8	October 15	Guest Speaker 2	Rita Bargerhuff, <i>CMO Rent-A-Center</i>
	October 17	EXAM 2	
9	October 22	Product Strategy I	Chapter 10
	October 24	Guest Speaker 3	Kathy O’Neal, <i>ClubCorp.</i>
10	October 29	Product Strategy II	Chapter 11
	October 31	Pricing Strategy I	Chapter 13

11	November 5	Pricing Strategy II	Chapter 14
	November 7	Guest Speaker 4	Owen Hannay, <i>Slingshot</i>
12	November 12	Channel Strategy	Chapters 15 and 16, “Marketing in the News” write-up 2 is due
	November 14	TBD	
13	November 19	Guest Speaker 5	
	November 21	Promotion Strategy I	Chapter 18, <i>Homework 2 is due</i>
14	November 26	NO CLASS	
	November 28	NO CLASS	Happy Thanksgiving!
15	December 3	Promotion Strategy II	Chapter 19
	December 5	Recap	
16	December 10	EXAM 3	

Course Requirements and Grading Policy

Exam 1	30%
Exam 2	20%
Exam 3	30%
“Marketing in the News” write-ups	10%
Homeworks	10%
TOTAL	100%
Class Attendance Bonus	5%
Class Participation Bonus	5%

Your final grade will be based on your total score (including the class attendance and participation boni). The grading will be based on the relative performance of the class. In previous years, approximately the top 30 – 35% of the class received an A- or higher, the next 45 – 55% received a B- to B+, and the next 20-25% received a C- to C+, and the remaining (up to 5% of the class) received a D+ or lower, including an F.

Exams

We will have two exams. The exams will be closed-book and will consist of a combination of multiple-choice and short answer type questions. The exams will be non-cumulative and added together will account for 80% of your total grade. The first exam will take place on Thursday, **September 19th**, the second exam on Thursday, **October 17th**, and the third exam will take place on Tuesday, **December 10th**. All exams will be at regular class time and in our regular classroom.

Important Note: No make-up exams will be allowed. Please plan your schedule accordingly.

“Marketing in the News”

To encourage active and critical observation of current business issues, each student has to submit two “Marketing in the News” write-ups (1 – 3 pages, double-spaced, hardcopy submissions only). This is an **individual** assignment. The note should recognize, illustrate, and/or criticize any element of a marketing strategy as described in the current press (within the last 6 months). You should relate your discussion to the 3C’s and the relevant P’s.

The submission deadlines are

- write-up 1: Tuesday, **October 1st**
- write-up 2: Thursday, **November 7th**

Students are welcome to submit the write-ups at any point in time before the deadline.

Guest Lectures

The purpose of this class is to introduce students to marketing both from a theoretical, but also from an applied perspective. **Guest lectures are an integral part of the class and students’ attendance is required.**

Class Attendance Bonus

Regular class attendance facilitates regular learning and gives the opportunity to ask questions and contribute to the class. To encourage attendance, up to five bonus percent will be awarded throughout the term for regular class attendance.

Class Participation Bonus

Your participation in class discussions is an important part of your learning. To encourage participation, up to five bonus percent will be awarded throughout the term for effective class participation. There will be ample opportunities to participate in class discussions.

There are several ways in which you can participate, such as (but not limited to):

- asking questions
- sharing your observations
- embellishing the class discussion with examples

You can participate effectively by a) reading the assigned materials prior to class, b) thinking about the concepts, and c) paying attention to various marketing activities while you are shopping, watching television, reading newspapers and business publications.

Your class participation will be evaluated not only on the basis of volume or extent of participation, but also on the basis of quality. Quality will depend primarily on whether your comments are pertinent to the topic or question being discussed in class.

Class Etiquette

Important: All cell phones, PDAs and other electronic devices need to be turned off at the beginning of class. Laptops can be used for the purpose of this class.

Important: In case of behavior which disrupts a positive learning environment, I reserve the right to ask you to leave the classroom.

Examples of such behavior are (but not limited to): repeated cell phone ringing, noises from other electronic devices, loud noises by the student, disrespectful behavior towards other students etc.

Course & Instructor Policies

All deadlines are to be strictly followed throughout the semester. Submissions after the assigned due time will not be accepted. Make-up exams will not be allowed.

For other standard UT Dallas syllabus policies, refer to <http://go.utdallas.edu/syllabus-policies>

The course descriptions and timelines are subject to change at the discretion of the instructor.

In case you are not sure about any aspect of the syllabus, please contact the instructor without delay.