



## **MKT6301-5U1 & SYSM6318-5U1, MARKETING MANAGEMENT**

*Summer 2015*

---

**Class Time:** Wednesdays 6–10 pm (May 27-Aug 6, 2015)  
**Class Room:** JSOM 12.210  
**Office Hours:** Tues and Wed: 4:15-5:45 pm  
Please make an appointment by email.

**Instructor:** Daniel Rajaratnam Ph.D.  
**Email:** Daniel.Rajaratnam@utdallas.edu  
**Office:** JSOM 13.318  
**Tel:** (972) 883-5028,

---

**Course Pre-requisites:** None

---

### **Course Description**

This course provides an overview of the field of Marketing from a managerial standpoint, fundamental concepts will be systematically presented and related to their applications. Examples and cases will be used to highlight the most relevant issues.

The primary mode of teaching will be lecture sessions interspersed with case discussions & real life examples & applications. However, a healthy discussion-cum-dialogue is not only welcome - it is highly recommended. With this in mind, students are encouraged to actively participate in constructive class discussions.

---

### **Student Learning Objectives & Outcomes**

- Be able to describe and identify the vital components of Marketing Management.
- Understand the basic principles of Marketing and their applications and to recognize their significance and scope in Marketing Management.
- Understand the Marketing Management function and its role in a typical multi-function organization.
- Familiarity with the terminology and definitions of marketing.
- Familiarity with marketing strategy, planning & control.
- Be able to craft a marketing plan and make a presentation.

---

**Recommended Textbook:** Kotler & Keller, **Marketing Management**, 14<sup>th</sup> edition. Pearson.

**Required Case pack of 8 cases available at:** <https://cb.hbsp.harvard.edu/cbmp/access/37321259>

## Tentative Schedule

Dates	Topics	Chapters
May 27	Review of syllabus, Introduction to Marketing, Marketing Environment	1 & 3
June 3	Strategic Planning, Segmentation, Targeting, Positioning, <b>Samsung Electronics case analysis is due</b>	2, 8 & 10
June 10	Consumer and Organization Buying Behavior, <b>Intel inside case analysis is due</b>	6 & 7
June 17	<b>Marketing Research, BMW NA case analysis is due</b>	4
June 24	Product Management, <b>Apple (2013) case analysis is due</b>	9, 11 & 12
<b>July 1</b>	<b>Exam 1</b> (closed book over chapters 1-4, 6-10); Marketing of services	13
July 8	<b>Home Depot case analysis is due</b> , Pricing and Negotiation	14
July 15	<b>eHarmony case analysis is due</b> , Distribution	15 & 16
July 22	Marketing Communication, <b>Hubspot case analysis is due</b>	17 & 18
July 29	CRM, <b>Harley-Davidson building brand community case analysis is due</b>	19
Aug 5	Group Marketing Plan Presentations, Ethics & Social Responsibility	5
Aug 12	Exam 2 (Closed book over chapters 5, 11-19)	

## Grading Policy

Individual analysis of 8 cases (8 x 25 points)	= 200 points
Group Marketing Plan Written report	= 180 points
Group Marketing Plan Presentation	= 20 points
Exam 1 (individual, closed book)	= 150 points
<u>Exam 1 (individual, closed book)</u>	<u>= 150 points</u>
Total	= 700 points

## Grading Scale

Overall Course Total	Letter Grade
630 - 700	A
602 – 629	B+
560 – 601	B
532 – 559	C+
490 – 531	C
Less than 490	F

## Course & Instructor Policies

A hard copy of each case analysis must be turned in at the beginning of class or emailed as a pdf or word document to the instructor before the beginning of class if you are unable to be in class or have printing issues. Late submission will not be accepted. Failure to submit for whatever reason will get a zero.

*No make-up tests or make up assignments are possible. The only exception is serious illness with a doctor's note.*

*Please ensure all case analysis and term project submissions are made on time. In fairness to the other students, late submissions will not be accepted.*

*In this course there is no provision for 'extra credit' assignments in case of poor performance, so please make sure that you stay on top of all assignments and perform consistently well throughout the course.*

Attendance is important and will certainly be taken into account in the case of students on the borderline between two grades. If you are absent more than once, you could be dropped from the course.

### **Individual Case Analysis**

Eight cases are available from Harvard (see first page of this syllabus). Answer each of these questions in separate paragraphs and turn in a hard copy at the beginning of class.

1. A description of what you believe to be the key marketing issue(s)/challenge(s) facing this organization, and justification in 2-3 sentences (5 points)
- 2a. The pros and cons of alternative solution 1 to address these marketing issues/challenges.
- 2b. The pros and cons of alternative solution 2 to address these marketing issues/challenges.  
Status quo or doing nothing is not an option. Be sure to consider ALL relevant environmental variables: sociocultural, technological, economic, demographic, natural, regulatory (legal), political, and competitive. (7 points)
3. Identify the best alternative (do not combine above alternative solutions) and defend your choice using:
  - a. Quantitative Analysis (of the data given in the case) (4 points)
  - b. Qualitative Analysis (does your decision stay within the mission and strengths of the company?) (4 points)
4. Develop a specific plan for implementing the chosen alternative. Your plan should be specific, measurable, achievable, relevant, and time-bound. (5 points).

### **Group Marketing Plan**

In teams of 5 students per team, you will craft a marketing plan for a new brand of product or service. You must have written approval from your instructor. Please follow the format of the rubric given below.

Cover page with title of product/service marketing plan, names of group members, team number, date.

Table of contents page with page numbers.

- a) Executive Summary. A one page summary of the main points of the plan. (5 points)
- b) Situation and Environment Analysis (24 points):
  - a. Competitors
  - b. Economic factors
  - c. Cultural/Social trends
  - d. Impact of Technological changes
  - e. Political/Legal factors
  - f. Natural environment
- c) SWOT Analysis (16 points)
- d) Marketing Objectives – specific and measurable (10 points)
- e) Target Markets – Describe the target market(s) you have chosen using demographic, psychographic, geographic, behavior and usage variables. Explain why you chose this/these target markets (15 points)
- f) Positioning – What will be your value proposition to your target markets? This should be clearly stated in a sentence. How will your pricing, advertising, and channel decisions support that positioning objective? (10 points)

Choose a specific brand of product and provide detailed information regarding your marketing strategy:

- g) Product – What is distinctive or unique about your brand and product that separates it from competitors and substitutes? (10 points)
- h) Price – What will be the drivers of your pricing decision? Competitive positioning, customer importance, margins? (10 points)
- i) Promotion – Will you focus on push or pull strategies or both? Why? What will your advertising message be? What is your budget going to be and how did you arrive at this budget? Show calculations and justification. How are you going to allocate your budget amongst the various promotion programs? (10 points)
- j) Place (distribution) – Which channels of distribution will you use and why? What will be your main drivers for motivating your channels to give you shelf-space? (10 points)
- k) Implementation – Time line for marketing program. Answers the questions who? when? where? what? and why? (15 points)
- l) Detailed financial projections of costs and revenues for the first 12 months showing calculations and explanation of numbers (15 points)
- m) Evaluation and Control – How and when will you evaluate your progress (10 points)
- n) Appendix – Pictures of product, sample ads etc. (15 points)
- o) References (5 points)

A 12 minute Marketing Plan presentation (20 points) will be made in class. Please *strictly limit yourself to the above time limit* (not including Q&A). All group members should participate in the group marketing plan presentation. If a group member does not present, he/she will get a zero on the presentation points.

Synergy in team dynamics & equitable contribution by members are integral to all successful group projects in business as well as in academics. A 'peer evaluation' by group members will therefore be used to determine individual grades. A peer evaluation form is at the end of this syllabus.

## **Student Conduct & Discipline**

The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UTD publication, *A to Z Guide*, which is provided to all registered students each academic year.

The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the *Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3*, and in Title V, Rules on Student Services and Activities of the university's *Handbook of Operating Procedures*. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391).

A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

## **Academic Integrity**

*The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.*

**Scholastic dishonesty** includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's

own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

**Plagiarism**, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of [turnitin.com](http://turnitin.com), which searches the web for possible plagiarism and is over 90% effective.

**Cheating** will NOT be tolerated in this class. Cheating includes plagiarism from others or plagiarism from your own papers, sharing information, talking during a test, taking additional time than allowed, falsifying documents or any other way of getting information from a source that is not allowed or is not cited or any other form of cheating listed under the University Policy:

(<http://www.utdallas.edu/judicialaffairs/index.html>). Any suspicion of cheating will be reported to Judicial Affairs and if you are found responsible, the recommendation will be to follow these guidelines:

- An infraction that a student is found responsible for but is minor AND was unintentional, the recommendation is one letter grade adjustment to the paper/exam.
- A moderate infraction will result in an F in the exam or project.
- Any student found responsible for a major infraction or a second infraction of any severity, will be disciplined with an F in this course.

Please note, that if you are suspected of cheating and your case is in Judicial Affairs at the time of reporting grades, your grade will be "NR". If an employer requires this course or the completion of a degree, this could delay the finalization of the grade by an undetermined amount of time and threaten that employment. In the case of an NR, the student will be responsible for ensuring the grade change is submitted.

### **Email Use**

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.

### **Withdrawal from Class**

The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.

### **Student Grievance Procedures**

Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's *Handbook of Operating Procedures*.

In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations.



If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.

Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.

### **Incomplete Grade Policy**

As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of **F**.

### **Disability Services**

The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.

The contact information for the Office of Disability Services is:

The University of Texas at Dallas, SU 22, PO Box 830688, Richardson, Texas 75083-0688  
(972) 883-2098 (voice or TTY)

Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance.

It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.

### **Religious Holidays**

The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.

The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.

If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable



time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.

### **Off-Campus Instruction and Course Activities**

Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk-related activities. Information regarding these rules and regulations may be found at the website address given below.

Any and all additional information is readily available from the office of the school dean.

([http://www.utdallas.edu/Business Affairs/Travel\\_Risk\\_Activities.htm](http://www.utdallas.edu/Business Affairs/Travel_Risk_Activities.htm))

***These descriptions and timelines are subject to change at the discretion of the Professor.***



## Peer Evaluation Form for Group Project Team

**Confidential: do not turn in as a group with project, you must turn it in individually.**

The purpose of this evaluation is to measure the contribution of each member to the group effort. Each member will rate the relative contribution of all members in the group.

If a majority of students on the team rate a student a “M” or Mediocre, then that student will get a 60 point deduction from the project. If a majority of students on the team rate a student an F: “no usable contribution”: then that student will get a 0 on the project

You should be honest and impartial in your evaluations. The instructor reserves the right to adjust and/or discard evaluations that are questionable or based on personality conflicts. Please use the scale shown below:

### Rating scale

A. Acceptable: No major issues, contributed work: no point deduction

M. Mediocre: There were significant issues, for example student did not attend most of the meetings and/or contributed poor quality work and/or submitted late work and/or not enough volume of work: 60 point deduction. At my discretion I may increase point deduction.

F. No usable contribution. Student either did not contribute any work that could be used in the project or did so past the documented deadline set by the group: 0 on the project

Enter the name of each group member, yourself first, below.	Rate the member's contribution on the A, M or F scale:	Please provide some justification for your rating below <b>only if the score you assigned to a team member is a M or F. Use back of the form if needed.</b>
1. Your Name:		
2.		
3.		
4.		
5.		

**Please email this form the day the projects are due**