

THE UNIVERSITY OF TEXAS AT DALLAS

MKT6301.501: Marketing Management

Contact Information

Fall 2015	Dr. Norris Bruce	TA: Laura Norman
Fr: 7:00PM – 9:45PM	Office: SOM 13.310	
Classroom: SOM 12.202	Phone: 972-883-6293	email: lxn150830@utdallas.edu
	Office Hours: Fr. 5:00-7PM, by appointment	
	email: norris.bruce@utdallas.edu	

Course Description

The role of Marketing in modern organizations is to identify and measure customer preferences, determine which target markets firms can serve, decide on the appropriate products and services to serve these markets, and determine the optimal methods of pricing, promoting and distributing the products or services. Successful organizations are those that integrate their objectives and the resources of the organization with the needs and opportunities in the marketplace.

This course is designed to introduce you to these basic ideas. It will give you an overview of marketing strategy issues, elements of a market – company, customers and competition – as well as the fundamental elements of the marketing mix – product, price, distribution, and promotion decisions. You will be challenged to apply the principles you learn in class to current and real world marketing problems.

Student Learning and Outcomes

Students will learn the various functions of marketing, and the types of decisions marketing managers must make to effectively implement these functions.

Required Text and Course Materials

- Textbook: “*Marketing Management*” by Winer and Dhar 4th edition, Pearson, 2011 (ISBN: 9780136074892)
- Course Pack (HBS Cases): <https://cb.hbsp.harvard.edu/cbmp/access/38308785>
- Lecture Notes and additional readings distributed in class or via eLearning.

Class Format:

Class sessions will consist of a combination of lectures, video presentations, and case analyses/discussions. The lectures are designed to reinforce and expand on, but not to substitute for the information in the assigned readings. The cases represent real-life situations and call for students to understand the essential marketing functions in each *and* make decisions relating to the functions. Following the class discussion of each case, we will generalize the conceptual basis for the marketing functions and decisions that are central to each case.

Communications:

Interaction with Instructor: I will communicate with students mainly using the Announcements and Discussions tools in eLearning. Students should email me using the email feature in eLearning.

Course Requirements:

Case Report: Working in groups, students will submit one case analysis report and present (PowerPoint) that analysis to the class. The report should not exceed 10 double spaced pages excluding exhibits, figures, and tables. I will provide detailed guidelines for case analysis during the first week of class.

Attendance and Exams: You are expected to attend all classes and to participate, having read the assigned materials. Class exams will consist of multiple choice, fill-in-the-blanks questions, and short answer questions. Exam grading disputes must be submitted in writing within two weeks of the results.

Group Project: Here each group will select a new product idea and develop a marketing plan for it. The write-up should not exceed 20 double-spaced pages. Appendices may be attached as necessary. Each group will also present its project on a date listed in the class schedule (See below). This (PowerPoint) presentation should not exceed 30 minutes.

Grading and Course Requirements

The following summarizes how your final grade will be determined.

<i>Grading Element</i>	<i>Weight</i>	<i>Format</i>
Case Report	15%	10 double spaced pages + Presentation
Class Participation/Attendance	10%	See above
Mid-Term Exam	25%	Multiple Choice/Short Answers
Group Project Write-up	20%	20 double-spaced pages
Group Project Presentation	5%	30 minutes PowerPoint Presentation
Final Exam	25%	Multiple Choice/Short Answers

Learning Outcomes:

1. Develop marketing knowledge expertise and discriminate between the different principles of marketing, in the areas of segmentation, positioning, pricing, promotions, distribution, consumer behavior, etc.
2. Demonstrate the ability to infer and calculate numerical problems in the areas of break-even analysis, price elasticity, market research, media planning, etc.
3. Exhibit the ability to appraise and apply marketing principles to a business settings; such as by analyzing the strengths, weaknesses, opportunities and threats facing the strategic business unit or by synthesizing with examples how marketing actions can influence the consumer decision making process.
4. Ethics & legal: Students will develop the ability to appraise and distinguish between different ethical and legal standards so that they can recognize the role of legal issues and also assess and determine in ambiguous ethical situations the best alternative and approach.

Course Policies

Peer Evaluations

After all group work, students will be asked to conduct peer evaluations of their team members. Peer evaluations should be provided on the day the project/assignment is due. I will use these evaluations to adjust individual grades if necessary, at my discretion. To preserve confidentiality, each evaluation should be returned in a sealed envelope. I will provide an evaluation form.

Make-up exams

None

Extra Credit

None

Late Work

Will be graded but penalties apply. Normally, every day's delay will lower the maximum points by 5%.

Special Assignments

None

Class Participation

Students are required to participate in all class activities.

Weekly Schedule

	Date	Activity	Preparation:
1	Aug. 28	Introductions, Course Descriptions (Project; Cases)	Ch. 1
2	Sept. 4	Marketing Framework, Case I	Ch. 2 DOVE
3	Sept. 11	Market Research, Market Structure, Case II	Ch. 3,6 NEW BEETLE
4	Sept. 18	Consumer and Organizational Buying Behaviors, Case III	Ch. 4,5
5	Sept. 25	New product development and Product Decisions, Case IV-V Mid-Term Review	Ch. 7,8, NESTLE
6	Oct. 2	Mid-Term Exam	
7	Oct. 9	IMC, Advertising &	Ch. 10 CHARLES SCHWAB
8	Oct. 16	Pricing, Case VI	Ch. 9, OMNITEL
9	Oct. 23	Promotion, Case VII-VIII	Ch.11 BBVA COMPASS
10	Oct. 30	Distribution, Case IX	Ch.12, GOODYEAR
11	Nov. 6	Customer relationship management, Case X Service Marketing	Ch. 14,15 BIG SKINNY
12	Nov. 13	Project presentations	
13	Nov. 20	Project presentations Final Exam Review	
		Fall Break and Thanksgiving (Nov 23-28)	
14	Dec. 4	Final Exam	
	F, Dec.	Project Report Due (13.310)	
		Grades Submitted: Dec 11-21th	
