



***This is only a tentative syllabus – subject to change***

**UNIVERSITY OF TEXAS AT DALLAS**

**MKT6301**

**MARKETING MANAGEMENT**

*Fall 2015*

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Tues, 7:00 pm – 9:45 pm.  
Room: JSOM 11.206

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Ph: (972) 883-4734

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**Course Pre-requisites:** None

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**Course Description**

So as to be able to provide an adequate overview of the field of Marketing from a managerial standpoint, the fundamental concepts will be systematically presented and related to their applications. Examples, cases and caselets 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.

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**Student Learning Objectives & Outcomes**

**~ by the end of this course students should 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.
- Examine the Marketing Management function and its role in a typical multi-function organization.
- Develop an adequate familiarity with the terminology and definitions of marketing.
- Assess the importance of marketing strategy, planning and control through lectures, case discussions & project presentations.

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**Recommended Textbook**

Keller & Kotler, Marketing Management, 14<sup>th</sup> edition. Prentice Hall

Harvard Business Cases ~ online case package containing 7 cases.

### Academic Calendar, Assignments & Presentations

<u>Dates</u>	<u>Topics</u>	<u>Lectures</u>	<u>Chapters</u>
Aug 25	<i>Introduction</i>	1	1
	<i>The Scope of Marketing</i>	1	1
	<i>Fundamental Marketing Concepts</i>	1	1
Sept 1	<i>Company Orientations Towards the Marketplace</i>	2	1
	<i>Analyzing the Macroenvironment</i>	3	3
Sept 8	<i>Conducting Marketing Research</i>	4	4
Sept 15	<i>Strategic Planning</i>	4	4
Sept 22	<i>Consumer Behavior &amp; Buying Decision</i>	5	2
	Group 1 ~ Case Presentation: <u>Fisher Price Toys</u>		
Sept 29	<i>Consumer Behavior &amp; Buying Decision (contd)</i>	6	6
	Group 2 ~ Case Presentation: <u>Colgate Palmolive</u>		
Oct 6	<u><i>Test-I</i></u>		
	<i>Market Segmentation, Targeting &amp; Positioning</i>	7	8, 10
Oct 13	<i>Market Segmentation, Targeting &amp; Positioning(contd)</i>	7	8, 10
	Group 3 ~ Case Presentation: <u>Nestle Contadina &amp; Pasta</u>		
Oct 20	<i>Product Classifications</i>	8	12
	Group 4 ~ Case Presentation: <u>Pizza Hut</u>		
Oct 27	<i>New-Product Development &amp; PLC Strategies</i>	8 8	10 20
	Group 5~ Case Presentation: <u>John Deere</u>		
Nov 3	<i>Developing Pricing Strategies &amp; Programs</i>	9	14
	Group 6 ~ Case Presentation: <u>Walmart</u>		
Nov 10	<i>Managing Marketing Channels</i>	10	15
	<i>Retailing</i>	10	16
	Group 7 ~ Case Presentation: <u>Optical Distortion Inc.</u>		
Nov 17	<i>Integrated Marketing Communications</i>	11	17
	<i>Advertising &amp; Sales Promotion</i>	11	18
	Group Marketing Plan presentations in class (Gps 5-7)		
Nov 24	<i>Fall Break- no class</i>		
Dec 1	Group Marketing Plan presentations in class (Gps 1-4)		
	Submit Peer Evaluation forms		
Dec 8	<u><i>Test-II</i></u>		

### Grading Policy

Case Written report	5%	Each group will submit a written case report.
Case Presentation	10%	Each group will present its case analysis to the class.
Test-I (Oct 6)	25%	Closed book.
Marketing Plan Written report	10%	Each group will prepare & submit a written marketing plan report.
Marketing Plan Presentation	10%	Each group will present its marketing plan to the class.
Peer Evaluation	10%	<i>If Peer evaln score is 7.5 or lower for a gp member then only partial credit for gp work will be awarded to him/her.</i>
Test-II (Dec 8)	30%	Closed book & partly cumulative(topics to be announced).
	100%	

### Grading Scale

Overall Course Total	Letter Grade
92 – 100	A
89 – 91	A-
86 – 88	B+
82 – 85	B
79 – 81	B-
75 – 78	C+
68 – 74	C
Less than 68	F

### Course & Instructor Policies

Attendance is important and will certainly be taken into account in the case of students on the borderline between two grades.

No make-up tests test will be arranged. The points from Test-I, if missed & *only for verifiable valid reasons*, will be added on to the Test-II.

Each group of students will be responsible for one Case Presentation as well as one Marketing Plan Presentation. Each presentation will be accompanied by a corresponding written report.

Case Presentations will be made in class for a 20-25 min (+ Q&A) duration.

Marketing Plan presentations will be made in class for a 15-20 mins (+ Q&A) duration.

Please strictly limit yourself to the above time limits

At least 5 group members should present each time. Preferably, every gp member should be given an opportunity to present either the group Case Analysis or the group Marketing Plan.

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.

Please ensure all assignment submissions are made on time. *In fairness to the other groups, late submissions should and will be penalized.*

**On 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 tests and assignments and perform consistently well throughout the course.**

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## **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/BusinessAffairs/Travel\\_Risk\\_Activities.htm](http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm))

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