

MKT 6301- MARKETING MANAGEMENT,

Fall 2016

[MKT 6301.004](#), 83707
[SYSM 6318.004](#), 83712

Meeting Time: Tuesday: 4:00pm-6:45pm
Classroom: [JSOM 12.218](#)
Office Hours: Tuesday: 2:00pm-4:00pm

Prof. Ernan Haruvy
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TAs:

TBA

Text: Philip Kotler and Kevin Lane Keller, Marketing Management, 15th ed.

Case Packet. <http://cb.hbsp.harvard.edu/cbmp/access/50662684>

Course Description

This core course in marketing management will provide students with an overview and understanding of the role of marketing in organizations. Special attention will be given to the way in which consumer perceptions and attitudes impact firms' strategies. Topics will include marketing strategy, planning and control, segmentation, consumer behavior, promotion, advertising, branding, new product management, pricing, distribution, and retailing. Students in this course will learn marketing terminology, develop an understanding of the basic principles and objectives of marketing and their applications and learn to recognize their significance and scope in marketing management. The lectures will be interspersed with case discussions. Students are expected to actively participate in constructive class discussions.

Learning Objectives

Following the completion of this course, students are expected to:

1. Show the ability to apply marketing principles to business settings
2. Project how marketing actions will influence outcomes
3. Develop an overall understanding of the principles of marketing, in the significant areas of product management, pricing, promotion, and distribution.
4. Have an understanding of the process of consumer behavior
5. Demonstrate the ability to solve numerical problems in the areas of break-even analysis, price elasticity, market research, media planning, etc.

Course Evaluation and Grading

Group projects	20%	Each group will have two presentations.
Case Report	20%	Each group will submit case reports
Participation	10%	Based on involvement in the case discussions, social media.
First Exam	25%	Closed book
Second Exam	25%	Closed book

Other grading policies

Participation grade. See below.

Late submissions will be penalized.

Peer Evaluation: Your share in the group's grade will be determined by your peer evaluation score.

Participation. Participation is not the same as attendance (an absence is simply zero participation for that day). Participation means active participation in class discussion and will count towards 10% of your grade. Participation grade is based on largely on a 0-3 scale in case discussions. Additional participation points may be earned in class discussion, social media contributions (Facebook), leadership in the group, and preparedness. This grade is competitive and will be assigned conservatively and relative to others in the class.

Group Project: Each group will have to come up with a marketing plan for a website. There will be two group projects. Both projects involve creating a short 4 minute video (which you may post on Youtube).

Project 1: The video should be an online ad appealing to investors. It should explain to investors the revenue model, core competency, SWOT, competitive positioning, channel and distribution, market research, consumer analysis and segmentation, and environmental scanning. It should be entertaining, effective and persuasive.

Project 2: The video should be an online advertisement to potential UT-Dallas customers explaining the benefits of your service. The ad should incorporate elements from the four P's, the customer decision step process, segmentation, communication and advertising (all the lectures prior to the presentations). The ad should appeal to at least two segments of consumers which should be easily identified in the video. However, the ad should be appealing to consumers in that it must be entertaining, effective and persuasive.

COURSE SCHEDULE

Dates

Topics

Aug 23

Introduction, Business Model (narrative, numbers)
Project Description
The four 4 P's

Chapter 1

Aug 30	Strategy, SBU, Core competency Case 1—New Beetle	Chapter 2
Sep 6	SWOT, competitive forces Analyzing Competitors Case 2—Nestle	Chapter 11 Chapter 11
Sep 13	Channels Ethics, CRM, social responsibility	Chapter 15 Chapter 22
Sep 20	Segmentation. Case 3 - LeShop: A Success Story in the Online Grocery Market	Chapter 8
Sep 27	Environmental Scanning Marketing Research Case 4 – Decathlon China	Chapter 3 Chapter 4
Oct 4	Branding, brand types, brand equity, brand extension Brand positioning—POPs, PODs Product Life Cycle	Chapter 9 Chapter 10 Chapter 10
Oct 11	EXAM 1	
Oct 18	Due date for first video presentation submission – Videos shown in class	
Oct 25	Buyer Behavior Case 5-- Omnitel	Chapter 6
Nov 1	Pricing Case 6 -- Citibank	Chapter 14
Nov 8	Promotion Mix Mass communication Case 7-- Dove	Chapter 17 Chapter 18
Nov 15	Personal Communication Case 8 -- Google	Chapter 19
Nov 22	Fall Break – No Class	
Nov 29	Due Date for Second Presentation submission—Projects shown in class	
Dec 6	EXAM 2	