

The University of Texas at Dallas
Naveen Jindal School of Management

This is only a tentative syllabus – subject to change

MKT 6301.006 Marketing Management

Fall 2016

Class Hours and Location

Wednesday 10:00 am - 12:45 pm @ JSOM 2.714

Office Hours

12:00 pm - 1:00 pm on Tuesday or by appointment

Instructor Contact Information

Professor Ying Xie

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Course Description

The objective of this course is to introduce students to the principles and concepts of marketing, and to provide students a framework to investigate how these principles and concepts can be used by a marketing manager to develop, evaluate and implement effective marketing strategies. The topics covered will be considered in light of the dynamically changing marketplace.

Student Learning Objectives/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 setting; 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 Materials

Required Textbook: Marketing Management, 15th edition (earlier editions OK) by Philip Kotler and Levin Lane Keller, published by Pearson.

Required Course Packet: include 4 HBS cases which we will discuss in detail in class (with case write ups due before the discussion):

- (1) Nashville Predators
- (2) Biopure Corp.
- (3) Barco Systems (A)
- (4) Harrington Collection

Available for purchase at <http://cb.hbsp.harvard.edu/cbmp/access/51697215>

Lecture Notes: will be available online after class

The course schedule describes the topics we will discuss and the required reading assignments for each class. Please read the assigned material ahead of time so that our discussions in the classroom maximize your learning. During the course, I may distribute some supplementary readings in the class to support our discussion periodically.

Grading

Final grades will be determined by your performance on:

Class Attendance & Participation	10%
Homework Assignments	20%
Class Project	20%
Exam I	25%
Exam II	25%

Your final score is determined by a weighted total of numerical scores for the above five grade components. Your letter grade for the course will be based on your final score relative to the class average. I expect approximately the top 35-45% of the class receive an A- or higher grade, the next 40-50% receive a B- to B+ grade, and the remaining 5-15% receive a C+ or lower grade.

Exams

The two midterm exams will be closed-book exams and will consist of multiple choice and/or short answer questions. I will look for application of what we have learnt in class.

Sample exam questions will be available on course website one week before the exam. The exams will be non-cumulative, and will take place during regular class time in our regular classroom.

Please note that **NO makeup or alternate exams will be given** unless something drastic happens to you and you can provide the instructor with valid proof (i.e., police report, hospital receipt with date and time on it).

Case write-ups

These are short notes (up to 5 pages plus exhibits if needed, double spacing 12pt) that address the questions raised about the case in an executive essay format. Submit a write-up for each case on the date of (before) the relevant case discussion. I encourage studying for a case discussion in small groups, 2-3 members, and the groups can submit joint case write-ups. I also would like to encourage forming different (independent) groups for each case study, but this is not required.

As cases will be discussed in class on the due dates, you must submit your write-ups prior to the beginning of the corresponding class. The case write-ups should be written in an essay form, although some bullet-points or numbered lists are permissible. Details of calculations (if appropriate) may be presented as a worksheet exhibit. The questions posted should be answered within the write-ups, but should not be used as headings.

Case discussions

It is extremely important that you read and analyze each case *before* the in-class discussion. We cannot have a productive discussion if we need to read the case in class. Case discussions are the most important part of class participation. I may also cold-call on the facts of the case being discussed. Please note that the objective is to learn how to analyze the case and form decisions. Therefore, you should feel free to look at the case during class (i.e., discussions are open-book). I suggest you to annotate the case as you read it so that you find the relevant material quickly. Case write-ups are not full case analyses but rather are starting blocks which we will use to analyze the case. Thinking about what you would do being a manager in the situation of each case will be very useful for learning and for the in-class case discussions.

Class Project

The class project is group work. The project will have you apply marketing principles to a real world business situation. In this semester-long project, your group will identify an unfulfilled market need and designing an offer to fill it. Groups will present their work in class at the end of the semester.

You may select your own study group (4-6 members) for this project. By the third class you will need to have finalized your group. In case a student has conflict with potential

team members or a student's special circumstances make team work impractical, I allow individual work for any team assignment (including the project), but to encourage teamwork, I do not preferentially grade such individual work submitted in lieu of teamwork. I reserve the right to add members to fill out a group or subtract members if your group has exceeded the required maximum size. Students looking for a group and groups looking for additional member(s) are encouraged to contact classmates directly, before asking the instructor for help.

"Free Rider" Problem: In the business world you live and die by the results of your team as a whole. I will give a single grade to all members of a group for group projects, but understand that there may be substantial "outlier" behavior by particular group members. Students are required to actively participate in group meetings and discussions, and complete all the work that is assigned by the study group. In order to evaluate individual student's contribution to the group work, each student will have an opportunity to evaluate other team members' contribution and performance confidentially on a peer evaluation form at the end of the semester. If there appears to be consensus that one group member did not pull his or her weight (or alternatively, that one member was crucial to the team's success), I will adjust an individual's class project up or down according to the peer evaluation form. Please be fair in rating others.

Class Attendance and Participation

Learning in this class will be related to your willingness to expose your insights and viewpoints to the critical judgment of your classmates. Thus, students are required to be prepared for class and participate in discussion and activities. Obviously, the best way to do this is to be in class. Here is how I grade it:

- High quality contributions in class on a Consistent Basis (80-100%)
- High or medium quality contributions on a Consistent or Semi-Consistent Basis (60-80%)
- Showed-up for every class (60%)

A roster will be circulated among the students to sign for the attendance in randomly selected classes. PLEASE KEEP IN MIND: **DO NOT SIGN FOR OTHERS.**

Re-Grade Policy

In case you are not satisfied with your scores on a particular segment of the evaluation (an examination, an assignment or the group write-up), you will need to submit a request to be reevaluated within one week of receiving your scores. You will need to attach a sheet of paper to your assignment or exam with your name, student I.D. number and a short note explaining why you feel you deserve more points. Explanations should be precise and specific and should pertain to the content of the assignment or exam only. Thus explanations like "I worked really hard and deserve more points" or "My answer on this question is better than XYZ's" will not be acceptable.

Please note that a reevaluation request for a particular segment of the course will entail a complete reevaluation of the entire exam or assignment. Thus, your score on that segment may go up, stay the same or move down depending on the new evaluation. I will return your reevaluation requests with the necessary changes within two weeks of receiving your requests.

Classroom Policy for Cell Phones/Pager/PDA and Laptop: Student must **turn their cell phones/pagers/PDAs off** during class time. Laptop computer usage is also prohibited during class time.

Student Conduct and Discipline, Academic Integrity and Other Policies Common across UT Dallas Campus: please see <http://coursebook.utdallas.edu/syllabus-policies/>.

Please note that the schedule is subject to change and you are responsible for keeping up with all the changes.

Tentative Course Schedule: Fall 2016

Session 006

Dates	Topics	Text *	Assignment
Aug. 24	Course Overview Marketing Process	Ch. 1, 23	
Aug. 31	Strategic Planning and Marketing Environment	Ch. 2, 3	
Sept. 7	Consumer and Organizational Buying Behaviors	Ch. 5, 6, 7	<i>Project group membership form due</i>
Sept. 14	Marketing Research Case 1: Nashville Predators	Ch. 4	<i>Case 1 Due</i>
Sept. 21	Segmentation, Targeting and Positioning	Ch. 9, 10	
Sept. 28	Competitive Strategy Case 2: Biopure Corporation	Ch. 12	<i>Case 2 Due</i>
Oct. 5	Midterm I		
Oct. 12	Product line and branding strategy	Ch. 11,13, 14	<i>Project Outline Due</i>
Oct. 19	New Products and PLC	Ch. 15	
Oct. 26	Case 3: Barco Systems Pricing Foundation and Pricing Strategies	Ch. 16	<i>Case 3 Due</i>
Nov. 2	Marketing Channels	Ch. 17, 18	
Nov. 9	Case 4: Harrington Collection Integrated Marketing Communication	Ch. 19	<i>Case 4 Due</i>
Nov. 16	Digital Communication Personal Communication	Ch. 20-21	
Nov. 23	No Class – Enjoy your fall break!!		
Nov. 30	Project Presentations		<i>Project reports due when presenting</i>
Dec. 7	Exam II		