

Course Syllabus
MKT 6301.005
School of Management
The University of Texas at Dallas

Course Information

Course

Course Number/Section	MKT 6301.005
Course Title	Marketing Management
Term	Fall 2016
Venue/Time	2.714/M 4:00-6:45 PM

Professor Contact Information

Professor	Nanda Kumar
Office Phone	972-883-6426
Email Address	eLearning email
Office Location	JSOM 13.506
Other Information	Offline Office Hours: Tuesdays 4PM—5PM or by appointment
Web page:	http://eLearning.utdallas.edu

Course Pre-requisites, Co-requisites, and/or Other Restrictions

None

Course Description

The objective of this introductory course in marketing is to provide a thorough understanding of marketing and its role in the organization. It will offer insight into the way in which consumer wants and needs, competition and the companies' own strengths and weaknesses are transformed into a firm's strategies and tactics to prepare students for challenges they will face as a marketing manager. Teamwork is emphasized. Students will form groups (I will determine the number of groups depending on the class size) at the beginning of the semester and work as a group to complete a case and a project report.

Student Learning Objectives/Outcomes

Students will,

- Learn SWOT analysis: show the ability to apply marketing principles to business settings, such as analyzing the strengths, weaknesses, opportunities and threats facing the strategic business unit, explaining with examples how marketing actions can influence the consumer decision making process
- Develop an overall understanding of the principles of marketing, in the significant areas of product management, pricing, promotions, distribution, consumer behavior, etc.
- Demonstrate the ability to solve numerical problems in the areas of break-even analysis, price elasticity, market research, media planning, etc.
- Identify ethical and legal issues facing businesses in relation to their employees, products/services, the environment, government, and society, and lead by modeling ethical behavior.

Required Textbooks and Materials

Text: *Marketing Management by Russell S. Winer, 4th Edition, Pearson Prentice Hall*

Case Packet: Available at the bookstore.

Textbooks can be ordered online through [Off-Campus Books](#) or the [UTD Bookstore](#). They are also available in stock at both bookstores.

Case packets will need to be purchased directly from Harvard Business School. A link to the course packet will be made available in the first week of class.

Student Assessments

Grading Information

Weights

Final Exam	30%
Midterm	20%
Case Report	20%
Term Project	20%
Participation	10%
Total	100

Course Policies

Make-up exams

There will be no make-up exams.

Late Work

Late work will not be accepted.

Class Participation

Participation grades will be based on contribution of the student to class discussions as well as his/her contribution to group activities. Students are also required to participate in all class activities such as discussion board activities, chat or conference sessions and group projects.

CASE ANALYSIS/REPORT:

Cases – we will be discussing 5 business cases over the course of the semester. The first case on Optical Distortion Inc. will be a practice case. The practice case is intended to provide you with an exposure to case analyses. In addition you will get an idea of what I am expecting in the case report. Of the remaining cases – Calyx and Corolla, Colgate Palmolive, Deere and Co., and Goodyear Aquatred you will need to turn in a group report on one of the four cases. Given the number of students enrolled in the class I expect more than 6-8 groups to be formed. I would like each case to be analyzed by no more than 2 groups if possible. Therefore, please turn in your group's top three choices before the end of the second week. In the event that more than three groups indicate a preference for a particular case we will toss to break the tie.

Case reports must be turned before the class on the week they are scheduled to be discussed.

Each group will submit one case analysis report AND present that analysis to the class. The report should not exceed **10 double spaced pages** not including exhibits, figures, and tables. Note the following guidelines for case analysis:

1. You should analyze the case as though you were the company.
2. Divide the analysis into 5 main sections:
 - a. Problem statement (1/2 page)
 - b. Issues:
 - i. Consumer and demand analysis
 - ii. Competitor analysis
 - iii. Company strengths and weaknesses (SWOT)
 - c. Alternatives:
 - i. Economic evaluation
 - ii. Qualitative evaluation
 - iii. Marketing implications
 - d. Recommendations
 - i. Spell out details
 - e. Plan of action

Keep in mind that not every case will call for every subheading from the above list. Also other subheadings may be appropriate in some cases.

3. Your analysis should lead to a recommendation and a plan of action. Make a commitment and do not waffle. If you developed the plan clearly there should be no need to launch into an analytical style in this section.
4. **DO NOT REPEAT CASE FACTS WITHOUT ANALYZING THEM OR SAYING SO WHAT!**
5. Spelling errors and poor sentence construction will result in lower grade. Keep in mind you are creating a managerial report.
6. In preparing for class read skim through the case quickly. At the end of it, you should have a pretty good idea of the problem(s). Go back and read more carefully looking for facts and details that could help address the problems identified. Be sure to examine financial details of the company. Does the problem concern a big part of the firm or a small part, an established part or a new one, does it have to do with things going wrong or taking advantage of an opportunity? If necessary, organize data into a note or EXCEL chart. To help your learning think what is it that is puzzling, what information or knowledge don't you have but you would have liked to have. After the first few sessions, see if the case turns on any principle you have learned or if the case is similar to another in some ways. At the end of the class you should expect to get some take away lessons, ideas or concepts.

TERM PROJECT:

Each group will select a new product idea and develop a marketing plan for it. The write-up should not exceed 25 double-spaced pages. Appendices may be attached as necessary. **Late assignments will not be accepted.** Each group will present its project on the date listed in the class schedule. The presentation should not exceed 20 minutes.

The project report should contain the following

1. An introduction to the topic.
2. Problem definition
 - a. What is the need that you aim to satisfy and why is there a need for a new product.

3. Situation analysis:
 - a. Who is the customer?
 - b. What is the competition?
 - c. State the assumptions about your company i.e., whether you are a startup company or an established company.
 - d. What are the costs?
4. Potential market in terms of dollars, profits and sales:
 - a. Brief description of how you arrived at these numbers.
5. Marketing plan for the introduction:
 - a. Product: brand name, package, etc.
 - b. Promotion: Message, targeted to whom, media (TV, Radio, Print).
 - c. Distribution
 - d. Price: Include discounts, incentives, etc.
 - e. Time frame, national or regional rollout
 - f. Limitations or potential threats to success. What if a big company copies the new product?

Evaluation of the presentation:

Content:

1. Is the idea intuitively appealing?
2. Would you invest money in the project?
3. How do you evaluate the idea on novelty or creativity?

Style:

1. Was the presentation interesting? Engaging?
2. Confidence of the speakers – relaxed
3. Clarity of the talk – speed, loudness
4. Were the visuals presented clear?
5. Clear conclusions provided?

TENTATIVE SCHEDULE:

	Date	Topic	Readings	Assignments Due
1	Aug 22	Introduction, Marketing framework	Ch. 1-2	
2	Aug 29	Market structure	Ch. 6	Get project idea approved
3	Sep 5	No Class!		
4	Sep 12	Marketing research	Ch. 3	ODI Case Discussion
5	Sep 19	Consumer behavior	Ch. 4	
6	Sep 26	New product development and Product Decisions	Ch. 7, 8	Finalize project
7	Oct 3	Case discussions	Colgate-Palmolive Case, Calyx & Corolla Case	Case report & presentation (Gr. 1, 2 & Gr. 3,4)
8	Oct 10	Midterm Exam		
9	Oct 17	Advertising	Ch. 9	
10	Oct 24	Pricing	Ch. 12	
11	Oct 31	Promotion	Ch. 13, Deere Case	Case report and presentation (Gr. 5,6)
12	Nov 7	Distribution	Ch. 10	
13	Nov 14	Customer relationship management	Ch. 14, Goodyear case	Case report and presentation (Gr. 7,8)
14	Nov 21	Project presentations		Project report due
15	Nov 28	Project presentations		
16	Dec 5	Final Exam		

PEER EVALUATION:

To ensure that each group member performs responsibly, I request that you evaluate your group members including yourself on their contribution to the group's success. These evaluations will be held confidential. It should be filled out and returned to the instructor with the final exam.

Scholastic Honesty

The University has policies and discipline procedures regarding scholastic dishonesty. Detailed information is available on the [Scholastic Dishonesty](#) web page. All students are expected to maintain a high level of responsibility with respect to academic honesty. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced.

Course Evaluation

As required by UTD academic regulations, every student must complete an evaluation for each enrolled course at the end of the semester. A link to an online instructional assessment form will be emailed to you for your confidential use.

University Policies

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.

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 of the Board of Regents of the University of Texas System, Part 1, Chapter VI, Section 3*, and in Title V, *Rules on Student Services and Activities of the Course Syllabus Page 8, 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 (SSB 4.400, 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 and administration of the School of Management expect from our 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. We want to establish a reputation for the honorable behavior of our graduates, which extends throughout their careers. Both your individual reputation and the school's reputation matter to your success.

The Judicial Affairs website lists examples of academic dishonesty. Dishonesty includes, but is not limited to cheating, plagiarism, collusion, facilitating academic dishonesty, fabrication, failure to contribute to a collaborative project and sabotage. Some of the ways students may engage in academic dishonesty are:

- Coughing and/or using visual or auditory signals in a test;

- Concealing notes on hands, caps, shoes, in pockets or the back of beverage bottle labels;
- Writing in blue books prior to an examination;
- Writing information on blackboards, desks, or keeping notes on the floor;
- Obtaining copies of an exam in advance;
- Passing information from an earlier class to a later class;
- Leaving information in the bathroom;
- Exchanging exams so that neighbors have identical test forms;
- Having a substitute take a test and providing falsified identification for the substitute;
- Fabricating data for lab assignments;
- Changing a graded paper and requesting that it be regraded;
- Failing to turn in a test or assignment and later suggesting the faculty member lost the item;
- Stealing another student's graded test and affixing one's own name on it;
- Recording two answers, one on the test form, one on the answer sheet;
- Marking an answer sheet to enable another to see the answer;
- Encircling two adjacent answers and claiming to have had the correct answer;
- Stealing an exam for someone in another section or for placement in a test file;
- Using an electronic device to store test information, or to send or receive answers for a test;
- Destroying or removing library materials to gain an academic advantage;
- Consulting assignment solutions posted on websites of previous course offerings;
- Transferring a computer file from one person's account to another;
- Transmitting posted answers for an exam to a student in a testing area via electronic device;
- Downloading text from the Internet or other sources without proper attribution;
- Citing to false references or findings in research or other academic exercises;
- Unauthorized collaborating with another person in preparing academic exercises.
- Submitting a substantial portion of the same academic work more than once without written authorization from the instructor.

<http://www.utdallas.edu/judicialaffairs/UTDJudicialAffairs-Basicexamples.html>

Updated: August, 2011

Plagiarism on written assignments, especially from the web, from portions of papers for other classes, and from any other source is unacceptable. On written assignments, this course will use the resources of [turnitin.com](http://www.turnitin.com), which searches the web for plagiarized content and is over 90% effective.

During tests and quizzes, students in this section are not allowed to have with them any food or drinks, scratch paper, course materials, textbooks, notes, invisible ink pens, or electronic devices, including iPads, iPhones, iPods, MP3 Players, earphones, radios, smart phones, cameras, calculators, multi-function timepieces, or computers. When possible, students should sit in alternating seats, face forward at all times, and remove any clothing which might conceal eye movements, reflect images of another's work, or hide course material for copying. Exam proctors will monitor any communication or signaling between students by talking, whispering, or making sounds, or by using your hands, feet, other body movements, the test paper itself or your writing implement.

Students in this course suspected of academic dishonesty are subject to disciplinary proceedings, and if found responsible, the following minimum sanctions will be applied:

1. Homework – Zero for the Assignment
2. Case Write-ups – Zero for the Assignment
3. Quizzes – Zero for the Quiz
4. Presentations – Zero for the Assignment
5. Group Work – Zero for the Assignment for all group members

6. Tests – F for the course

These sanctions will be administered only after a student has been found officially responsible for academic dishonesty, either through waiving their right for a disciplinary hearing, or being declared responsible after a hearing administered by Judicial Affairs and the Dean of Student's Office .

In the event that the student receives a failing grade for the course for academic dishonesty, the student is not allowed to withdraw as a way of preventing the grade from being entered on their record. Where a student receives an F in a course and chooses to take the course over to improve their grade, the original grade of F remains on their transcript, but does not count towards calculation of their GPA.

The School of Management also reserves the right to review a student's disciplinary record, on file with the Dean of Students, as one of the criteria for determining a student's eligibility for a scholarship.

Judicial Affairs Procedures

Under authority delegated by the Dean of Students, a faculty member who has reason to suspect that a student has engaged in academic dishonesty may conduct a conference with the student in compliance with the following procedures:

- (i) the student will be informed that he/she is believed to have committed an act or acts of academic dishonesty in violation of University rules;
- (ii) the student will be presented with any information in the knowledge or possession of the instructor which tends to support the allegation(s) of academic dishonesty;
- (iii) the student will be given an opportunity to present information on his/her behalf;
- (iv) after meeting with the student, the faculty member may choose not to refer the allegation if he/she determines that the allegations are not supported by the evidence; or
- (v) after meeting with the student, the faculty member may refer the allegations to the dean of students along with a referral form and all supporting documentation of the alleged violation. Under separate cover, the faculty member should forward the appropriate grade to be assessed if a student is found to be responsible for academic dishonesty;
- (vi) the faculty member may consult with the dean of students in determining the recommended grade;
- (vii) the faculty member must not impose any independent sanctions upon the student in lieu of a referral to Judicial Affairs;
- (viii) the faculty member may not impose a sanction of suspension or expulsion, but may make this *recommendation* in the referral documentation

If the faculty member chooses not to meet with the student and instead forwards the appropriate documentation directly to the dean of students, they should attempt to inform the student of the allegation and notify the student that the information has been forwarded to the Office of Dean of Students for investigation.

The student, pending a hearing, remains responsible for all academic exercises and syllabus requirements. The student may remain in class if the student's presence in the class does not interfere with the professor's ability to teach the class or the ability of other class members to learn. (See Section 49.07, page V-49-4 for information regarding the removal of a student from class).

Upon receipt of the referral form, class syllabus, and the supporting material/documentation from the faculty member, the dean shall proceed under the guidelines in the Handbook of Operating Procedures, Chapter 49, Subchapter C. If the respondent disputes the facts upon which the allegations are based, a fair and impartial disciplinary committee comprised of UTD faculty and students, shall hold a hearing and determine

the responsibility of the student. If they find the student in violation of the code of conduct, the dean will then affirm the minimum sanction as provided in the syllabus, and share this information with the student. The dean will review the student's prior disciplinary record and assess additional sanctions where appropriate to the circumstances. The dean will inform the student and the faculty member of their decision.

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 Holy Days

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. Additional information is available from the office of the school dean. (http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm)

Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

“As a Comet, I pledge honesty, integrity, and service in all that I do.”

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University’s policies and procedures segment of the course syllabus.

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor