

MARKETING MANAGEMENT (MKTG 680)

Andrews University-Trinidad

August 7 – August 21, 2005

PROFESSOR: Dr. Jacquelyn Warwick

EMAIL: warwick@andrews.edu

OFFICE PHONE: 269-471-3116

COURSE DESCRIPTION

HOME PHONE: 269-471-9739

ADDRESS: Andrews University

School of Business, Box 0022

Berrien Springs, MI 49104 USA

A survey of marketing management processes of analyzing market opportunities, researching and selecting target markets, designing marketing strategies and tactics, and evaluating and controlling marketing programs. Emphasis will be placed on how marketing managers anticipate and react to a changing environment and evolving market structures to facilitate exchange transactions between producers and consumers. You will develop skills in creating and evaluating marketing plans, strategies, and implementation programs to better prepare you in managing the marketing problems you will encounter in your profession. This course also makes extensive use of team-based assignments and active class discussion. Prerequisite: Principles of Marketing (MKTG 310).

COURSE OBJECTIVES

Toward achieving the overall purpose of this course, the following objectives have been adopted for this course. This course is designed to enable students to:

- 1) prepare substantive analysis of marketing cases,
- 2) evaluate marketing plans and strategies by applying learned principles,
- 3) develop competent marketing plans and strategies for specific organizations or products,
- 4) communicate effectively in both written and oral presentations.

TEXTS: BOTH BOOKS MAY BE PURCHASED ON LINE

- 1) Marketing Strategy, 3rd edition, Ferrell and Hartline, 2005, South-Western College Publishing/Thomson Learning, ISBN: #0-324-20140-0, paperback.
- 2) Mason/Perreault, 2002, The Marketing Game (with Student CD-Rom), 3rd edition, McGraw-Hill
(Make sure you purchase the right edition, older versions are available!)

CLASS EXPECTATIONS BEFORE CLASS BEGINS AUGUST 7th

Students are expected to have read all text chapters and have completed the homework for each chapter before the first class meeting. All written chapter assignments will be turned in Sunday (8/7).

Students need to read through the “Marketing Game” text and become familiar with filling out the forms, especially the “budget”. Step through the process of making a budget given your own parameters of your target market. Turn this “practice” budget in at the beginning of Sunday’s class. Later that day, teams will be assigned and the first set of official company budget decisions will be made. **A quiz will be also be given on Sunday to test your understanding of this material.**

EVALUATION CRITERIA:

Written Assignments	80 points
Tests	300 points
Marketing Simulation	100 points
Case Presentations	75 points
<u>Market Analysis</u>	<u>100 points</u>
Total	655 points

GRADE SCALE: (90 - 100)=A, (80 - 89)=B, (70 - 79)=C, (60 - 69)=D, (below 60)=F

GENERAL CLASS INFORMATION

- 1) Both attendance of all scheduled classes and participation in class discussions are necessary for the successful completion of this course.
- 2) University policy will govern any incidents of cheating and plagiarism.
- 3) If you miss a regularly scheduled test for a valid reason (i.e., serious illness, death in the family) you must notify me prior to exam time. Make-up tests are not guaranteed to be exactly like the original and an appointment must be made as soon as possible to take the exam.
- 4) Disability Accommodations: If you qualify for accommodations under the American Disabilities Act, please see me as soon as possible for referral and assistance in arranging such accommodations.
- 5) **DO NOT BRING OUT/USE PALM PILOTS OR CELL PHONES DURING CLASS**
Palm pilots and cell phones are a real disruption to the class. Please turn off your cell phone before coming into class. Please do not bring out or use either in class. If you do, they will be picked up and returned at a later date!
- 6) **COMPUTERS** may be used in class for taking notes only, **if you are found to be logged on to the internet and/or checking your email etc., your laptop will be picked up and returned at a later date.**

TENTATIVE COURSE CALENDAR

Agenda for Sunday, August 7rd

Introduction to Course and Syllabus
Collection of Text Assignments and Budget form
Text: Chapter 1, Marketing in the New Economy
Chapter 2, Strategic Marketing Planning
Chapter 3, Situation Analysis: Collecting and Analyzing Marketing Information
Chapter 4, SWOT Analysis
Handout “Analyzing and Learning from Cases”
Conduct “The Marketing Game” quiz
Discuss “The Marketing Game”
Game: Decision #1

Agenda for Monday, August 8th

Text: Chapter 5, Managing Customer Relationships
Case Discussion: “Gillette” (Read/be ready to discuss)
Game: Game Decision #2

Agenda for Tuesday, August 9th

Text: Chapter 6, Market Segmentation
Case Discussion: “Sunbeam” (Read/be ready to discuss), Grp #1 presents case (30 minutes)
Game: Decision #3

Agenda for Wednesday, August 10th

Text: Chapter 7, Product Strategy
Case Discussion: “DoubleClick” (Read/be ready to discuss), Grp #2 present (30 minutes)
Game: Decision #4

Agenda for Thursday, August 11th

Test: Exam I
Group: Decision on case selection for presentation on final day of class
Game: Decision #5

Friday, August 12th

NO CLASS MEETING

Agenda for Sunday, August 14th

Text: Chapter 7, Product
Chapter 8, Pricing Strategy
Chapter 9, Distribution and Supply Chain Management
Case Discussion: "Napster" (Read/be ready to discuss), Grp #3 present (30 minutes)
Game: Decision #6

Agenda for Monday, August 15th

Text: Chapter 10, Integrated Marketing Communication
Case Discussion: "Mktg Vanguard Group" (Be ready to discuss) Grp #4 present (30 minutes)
Game: Decision #7

Agenda for Tuesday, August 16th

Text: Chapter 10
Chapter 11, Marketing Implementation and Control
Case Discussion: "Bass Pro Shops" (Read/be ready to discuss), Grp #5 present (30 minutes)
Game: Decision #8

Agenda for Wednesday, August 17th

Text: Chapter 12, Marketing Ethic and Social Responsibility
Case: Ethical situations to be handed out and discussed in class
Game: Final Game Results

Agenda for Thursday, August 18th

Test II
Group Meeting

Friday, August 19th

NO CLASS MEETING

Agenda for Sunday, August 21th

Presentations:
Group #1 through Group #5 presentations
Game Results:
Each group discusses game strategy use/changes over time (15 minutes each group)

WRITTEN CHAPTER ASSIGNMENTS

Given that this is a combination distance and on-site course, all chapter assignments are to be completed by

the student and submitted to the professor on the **first** day of class. Assignments should be presented in any type of folder to facilitate handling, and must include a cover page with your name, the title of the course, the instructor's name, the date, and the site at which the course was taken. All assignments must be typed, proofread and professional in appearance. Again, **ALL CHAPTER ASSIGNMENTS will be due on Sunday, August 7th, at the beginning of the class period.** If you have any questions about an assignment, you may either contact me by email or call me at my office phone number.

Chapter Assignments- At the end of each chapter you will find "Questions for Discussion" and "Exercises". After reading each chapter, answer all three "Questions for Discussion". Then do the assigned "exercise" listed below. With the exception of Chapter 6, there is only one exercise assigned per chapter. Do only the exercise(s) listed below for each chapter.

Chapter 1.... #2	Chapter 5.... # 1	Chapter 9.... #2
Chapter 2.... #1	Chapter 6.... # 1 and #2	Chapter 10... #3
Chapter 3.... #1	Chapter 7.... #1	Chapter 11... #3
Chapter 4.... #1	Chapter 8.... #2	Chapter 12... #3

TESTS

Tests will be composed of short answer and essay questions. They will cover topics in the book and in the course.

MARKETING SIMULATION

Students will form teams of 2-3 people representing a company. This company will act as a product management team, making marketing decisions (product attributes, advertising budgets, sales commissions, etc.) that will be entered into a computer program by the professor. This computer program simulates an actual industry in which these companies compete. Results of sales, market share, and business returns will be provided to the teams after each marketing decision.

The Marketing Game is competitive. Groups will receive grades based on the performance of their company relative to other firms in their industry. Groups will also receive noncompetitive grades based on the quality of their strategic decisions, marketing plan, operating budgets, and final presentation. Each team will present their strategy to the class on the last day of class (August 21st).

The oral presentation will be no more than fifteen minutes in length. You will recap and assess your marketing strategies. This gives all firms an opportunity both to listen to their competitors and to question them about their strategy. Topics to address include: the firm's objectives, target market(s), marketing mix, assessment of their competitors, overall industry trends, major turning points, successes and failures, and key learning experiences. More on the specifics of this game will be provided at the beginning of the course.

MARKETING SIMULATION (cont)

Marketing Game:

Marketing Game Quiz 10 points

Operating Budget	30 points
Marketing Plan	15 points
Performance Objectives	30 points
Oral Report	15 points
Total	100 points

CASE PRESENTATION

The class will be divided into five groups.

- 1) Each group will be ready to present and bring out class discussion of an assigned case during the process of the two weeks. (See class schedule for group case assignment and presentation day.)
- 2) Each group will select one case from the list provided below to present to the class on the last day of the course. Utilizing all the information received from the course, groups will be expected to present case highlights, an analysis, and recommendations as if they were a consulting group. As with the assigned cases, they should bring out class discussion as well as be prepared to answer questions about their recommendations. Professionalism in these presentations is expected.

Case List (From Book)

Saturn
 New Belgium Brewing Company
 USA Today
 J. Peterman Company
 Singapore Airlines
 Cola Wars In China

GRADING OF THE CASE PRESENTATION

The case presentation will be graded on:

- 1) content (depth of material, completeness)
- 2) professionalism (well-organized, free from grammar, spelling, typographical errors, no reading)
- 3) clarity (easy to read, understand, and interpret)
- 4) style (creativity, flair)
- 5) overall presentation of ideas

PEER EVALUATION

Each team/group member will be required to rate the other members of the team/group in terms of their respective contributions to 1) the computer simulation and 2) case presentation. These ratings will serve as

the basis for a peer rating adjustment (the peer evaluation form is attached to this syllabus) for each individual in the team. Thus, individual grades for the computer simulation or case presentation will be adjusted based on the peer evaluations submitted by the other team/group members. This helps ensure that all will do their fair share of the work.

MARKET ANALYSIS

Students will perform a written market analysis of a particular industry of choice. This analysis is to be performed after the course is over and will be due in my Andrews University office no later than September 16th, 2005. Students may work in groups of two to complete this assignment however each student will receive the same grade for the project. Further guidelines for this analysis will be provided at the beginning of the course.

PEER EVALUATION SCALE

Individual grades for the project will be determined from the summed Peer Evaluation points according to the following scale.

<u>Total points received from other team members</u>	<u>Individual Grade</u>
110+	Team Grade +5 points
95+	Team Grade
90-94	Team Grade - 5 points
80-89	Team Grade - 10 points
70-79	Team Grade - 15 points
60-69	Team Grade - 20 points
50-59	Team Grade - 30 points
30-49	50 total points for project
Below 30	25 total points for project

Example:

Larry Logger received 32, 20 and 15 points from his other 3 team members respectively. The Team Grade was 80 points for the project.

Larry's Grade: $32 + 20 + 15 = 67$ total points from peers

Team Grade = 80

Larry's grade $80 - 20$ (see chart) = 60 points

CONFIDENTIAL PEER EVALUATION (Marketing Game)

Name _____

1. Divide 100 points among group members; **do not include yourself; no fractions of points may be given.**
2. Return this form -- completed and signed - at any time prior to, or on the day of, your team's oral presentation. No late evaluations will be accepted. Failure to return the completed and signed evaluation on or before the due date will result in your receiving a score of zero on the case presentation portion of your course grade.

Group Member:	Points:
1. _____	_____
2. _____	_____
3. _____	_____
TOTAL	100

Explanation for scores, especially those that are extremely high or low:

In general, how did your group work together:

Specifically, what did you do to contribute to the group effort?

Suggestions for improving the project:

CONFIDENTIAL PEER EVALUATION (Case Presentation)

Name _____

1. Divide 100 points among group members; **do not include yourself; no fractions of points may be given.**
2. Return this form -- completed and signed - at any time prior to, or on the day of, your team's oral presentation. No late evaluations will be accepted. Failure to return the completed and signed evaluation on or before the due date will result in your receiving a score of zero on the case presentation portion of your course grade.

Group Member:	Points:
1. _____	_____
2. _____	_____
3. _____	_____
TOTAL	100

Explanation for scores, especially those that are extremely high or low:

In general, how did your group work together:

Specifically, what did you do to contribute to the group effort?

Suggestions for improving the project:

ABOUT THE PROFESSOR:

Jacquelyn Warwick, Ph.D., is a Professor of Marketing at Andrews University, Berrien Springs, Michigan. She holds a Bachelors of Business Administration from the University of Puget Sound (Washington State), an MBA from Texas A&M University, and a Ph.D. from Texas A&M University in the areas of Marketing, Statistics and Sociology. Currently teaching for the past seven years at Andrews University, she has also taught at the University of Puget Sound in Washington

State for seven years.

Dr. Warwick's primary areas of research interest are in consumer behavior, environmental marketing, and cause-related marketing. As a researcher, she has authored and co-authored papers published in conference proceedings and articles published in the Marketing Management Journal, Journal of Consumer Marketing, American Business Review, the Journal for Marketing of Higher Education, the Journal of the Academy of Marketing Science, and the Northwest Journal of Business and Economics.

As a practitioner, Dr. Warwick owns her own business. She also has extensive marketing and consulting experience. She was involved in retail management for five years as well as a consultant for numerous businesses over the past 12 years.