Angelo State University
MKT 6301 Marketing Management
Fall 2017

Professor: Ola Seriki, Ph.D.
Office: RAS 210
Phone: 325-486-6599
E-mail: ola.seriki@angelo.edu

Class Meeting: Wednesdays, 6:00 p.m. - 8:50 p.m., RAS 263

Office Hours: Wednesdays and Wednesday 12:00 noon-2:00 p.m.

I will work hard to return all emails and phone messages received within 24 hours of receiving them (in most cases I will be quicker than that).

Information contained in this syllabus is subject to change at the discretion of the instructor. Every attempt will be made to provide students with adequate notice of any change.

Required Materials
Harvard Business School Publishing Course Pack
  ➢ To purchase the readings you will need for this class, go to the following website: http://cb.hbsp.harvard.edu/cbmp/access/67180431
  ➢ Once on the site you will need to sign-in or create an account and purchase the materials using a credit card. This course pack costs a little less than $88.

Required Reading
Reading the assigned materials is required in this course.

Required Technology
Students must have access to the Internet/World Wide Web and productivity software compatible with the Microsoft Office suite of software to complete this course. You can complete your work using any word processor, but you must turn it in electronically in a format Dr. Seriki can read, typically this is MS Word or as a PDF.

Blackboard and university computer lab technical support is provided by the university’s Technology Service Center by calling 325-942-2911 or 1-866-942-2911 or by email at helpdesk@angelo.edu. All needed technological resources for this course are available in ASU computer labs.

Assistance with Course Pack purchasing and issues can be obtained directly from the publisher’s customer service department at 800-545-7685 or custserv@hbsp.harvard.edu.

Prerequisites and Special Requirements for the Course
Students are expected to have had some exposure to marketing prior to taking this course either through an undergraduate class or through the IVY Software module offered as part of the ASU MBA program (this is an MBA program prerequisite). However, there are no official prerequisites for this course in particular.
ASU Catalog Course Description
An analysis of the marketing management process for all types of organizations. Included are the topics of (1) planning marketing activities, (2) directing the implementation of the plans, and (3) controlling marketing plans.

More About the Course (Purpose of the Course)
The American Marketing Association defines marketing as “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” This course explores the function and processes of marketing within the larger organization and the context of management decision making. We will spend time learning (and for some of you reviewing) the basics of marketing and marketing strategy—the plans and decisions a marketing manager makes.

Course Objectives
After completing this course, students should have:
- an understanding of marketing fundamentals
- an understanding of a consumer-concentric view of marketing
- an appreciation for the impact of marketing—both locally and globally—on management decisions, the organization, and society in general
- the ability to think and decide as a marketing manager would, whether in the marketing field or not
- an appreciation for marketing strategy; and a framework to use when considering marketing decisions.

Student Learning Outcomes
After completing this course, you should be able to:
- Define and explain the practice of marketing and the concept of a consumer-centric view for an organization.
- Discuss how marketing fits into the larger organization and be able to use tools from other areas of business (e.g., accounting, finance, and management) to help make better marketing decisions.
- Explain the processes of market segmentation, targeting, and positioning.
- Identify and describe the elements of the marketing mix and discuss how a marketing manager may use the mix to reach their business objectives.
- Describe and explain the current state of the marketing profession.

Methods of Assessing Learning Outcomes
Your learning in this course will be assessed based on your performance in two areas:
- Quizzes associated with the assigned readings.
- Four exams.

Course Format
This fifteen week hybrid course is designed so that you will learn major marketing concepts and understand how those concepts are put to work today in the field of marketing. We will meet in a face-to-face class setting for half of the course duration and online for the rest. There are a total of ten reading quizzes related to marketing in this course.

All of the work you complete for this course will be done individually.

Your written work should be thoughtful and at a level becoming a graduate business student.
Specifically, when considering your written assignments, the expectation is that you will provide work that:

1. Actually answers the questions asked.

2. Has depth and is meaningful, explaining your thoughts in a clear, concise manner with original thought.

3. Is coherent (the reader can understand what you are saying) and free of grammatical and spelling errors.

**Deadlines for all assignments will be noted in Blackboard and assignments will generally be due at 11:59 p.m. central daylight time a day prior to the day the topic will be discussed on class/online; late assignments will not be accepted.**

Note that the readings are all available to you once you purchase your course pack. If you would like to read ahead, you may do so; however, the questions related to the readings may not always be available prior to the “start date” listed in the syllabus.

General assignment feedback will be provided on each assignment so that all students understand the expectations of the instructor and learn from the assignments.

**Course Policies:**

**Professionalism / Courtesy and Respect**

Students are expected to conduct themselves professionally in all matters related to this class. This means students should act professionally if they interact with other students and when they interact with the instructor. Inappropriate comments in assignments will not be tolerated. Unless otherwise noted, written assignments should be word processed and be free of spelling and grammatical errors.

**Deadlines/Late Assignments**

Deadlines for all assignments will be noted in Blackboard and assignments will generally be due at 11:59 p.m. central daylight time on the due date.

Late assignments will not be accepted, unless arrangements have been made with the instructor prior to the assignment due date. Plan ahead and be prepared to turn your assignments in when they are due.

**Academic Honesty and Integrity**

Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding the Academic Honor Code, which is contained in both print and web versions of the Student Handbook. In essence, the willingness to cheat undermines our purpose at the university.

In general, all students are expected to conduct themselves in this course in a manner consistent with the University Honor Code policy which is at: [http://www.angelo.edu/forms/pdf/Honor_Code.pdf](http://www.angelo.edu/forms/pdf/Honor_Code.pdf)

Cheating in any form will not be tolerated in MKT 6301; the work you hand in must be your own. Please keep in mind that plagiarism (presenting another person’s work as if it is your own) is considered a form of cheating. If you are caught plagiarizing in any way on your written assignments, your punishment, at the least, will be a grade of zero on that assignment. Such offenses may also lead to a failing grade in the course.

**Policy on Disabilities**
Angelo State University is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments Act of 2008 (ADAAA), and subsequent legislation.

The Student Life Office is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student’s responsibility to initiate such a request by contacting the Student Life Office, Room 112 University Center, at (325) 942-2191 or (325) 942-2126 (TDD/FAX) or by e-mail at Student.Life@angelo.edu to begin the process.

Policy on Religious Observances
A student who intends to observe a religious holy day that will interfere with their course work should make that intention known in writing to the instructor prior to the date of the religious observance. Your instructor will do everything in his power to accommodate the student so that they are not negatively impacted in the class by participating in the religious observance.

Incomplete Grades
Incomplete grades will only be given for legitimate circumstances. In order to be considered for an incomplete grade, the student should contact the instructor immediately after they realize they may not be able to complete a substantial portion of the course as scheduled.

Grade Appeal Process
A student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at: http://www.angelo.edu/content/files/14196-op-1003-grade-grievance.

Add/Drop Dates
To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit: http://www.angelo.edu/services/registrars_office/course_drop_provisions.php. The last day add a class to your schedule in the Summer I 2017 term is Tuesday, August 6; the last day to drop a class during the Summer I 2017 term is August 26 (with a W on your transcript).

Course Grades:
Your semester grade will consist of the following components.

<table>
<thead>
<tr>
<th>Components</th>
<th>Points</th>
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<tbody>
<tr>
<td>Assignments Related to Readings</td>
<td>10 @ 50 points each</td>
</tr>
<tr>
<td>Exams</td>
<td>4 @ 100 points each</td>
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<tr>
<td>Class Participation</td>
<td></td>
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<tr>
<td>Total</td>
<td></td>
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The following cutoffs will be used to determine final grades in MKT 6301:
Course Schedule

Marketing Strategy, Consumers, and Customers

In this module you will learn about marketing strategy in general and a few ways to approach thinking about marketing issues. Also included in this module is coverage of customer centricity, consumer behavior, and segmentation and targeting.

Learning Goals
After completing this module, students should be able to:
1. Illustrate how various familiar marketing elements, like segmentation, targeting, and positioning, the 5Cs, and the 4Ps, function and complement each other in a successful marketing strategy.
2. Exhibit the sequence of marketing activities and decisions that form a marketing strategy.
3. Show how the strategies that best promote customer acquisition may not be those that are best suited for customer retention.
4. Explain the overall value of creating a truly customer-centric organization.
5. Illustrate how new and established organizations can build customer-centric cultures.
6. Show how companies can benefit from developing a value proposition and competitive positioning based on customer needs.
7. Describe and analyze four frameworks for understanding how consumers make decisions.
8. Explain the activities in which consumers engage during the three phases of the buying process: pre-purchase, purchase, and post-purchase.
9. Identify what a decision-making unit is and describe several roles often played within decision-making units.
10. Examine how social media, co-creation and customer involvement, and "conscience" marketing are reshaping consumers' decision-making process and decision-making units, and analyze these developments' implications for marketers.
11. Demonstrate the importance of segmentation and targeting for a marketing strategy.
12. Show the various approaches to segmentation, and what makes a segmentation successful.
13. Show how companies use targeting to choose the segments that will be most profitable for it given its set of resources.
14. Demonstrate how segmentation and targeting influence the formation of marketing strategy.
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Topic</th>
<th>Class Type</th>
<th>Assignments</th>
<th>Due Dates</th>
</tr>
</thead>
</table>
| Wednesday, August 30| 6 - 8:50 pm| Framework for Marketing Strategy Formation| Face-to-Face | Reading 1  
Reading-Related Quiz       | Tuesday, August 29, 11:59 p.m.                        |
| Wednesday, September 6 | 6 - 8:50 pm| Customer Centricity                        | Face-to-Face | Reading 2  
Reading-Related Quiz       | Tuesday, September 5, 11:59 p.m.                      |
| Wednesday, September 13 | 6 - 8:50 pm| Consumer Behavior and the Buying Process  | Face-to-Face | Reading 3  
Reading-Related Quiz       | Tuesday, September 12, 11:59 p.m.                    |
| Wednesday, September 20 | 6 - 8:50 pm| **Exam 1**  
**Covers the First Three Readings** | In-Class     |                                    |                                                |
| Wednesday, September 27 | 6 - 8:50 pm| Segmentation and Targeting                  | Online       | Reading 4  
Reading-Related Quiz       | Tuesday, September 26, 11:59 p.m.                    |
| Wednesday, October 4 | 6 - 8:50 pm| Creating Customer Value                    | Online       | Reading 5  
Reading-Related Quiz       | Tuesday, October 3, 11:59 p.m.                       |

**Products, Brands, and Promotion**

In this module we will explore the product and promotion elements of the marketing mix and the related topic of branding.

**Learning Goals**

**After completing this module, students should be able to:**

1. Explain the concept of brand positioning and how companies use brand positioning to build a competitive advantage.
2. Identify possible brand positions and describe how companies can implement such positionings.
3. Demonstrate how a firm’s existing products can help identify new products that will lead to a beneficial product mix.
4. List key considerations in developing product line architecture.
5. Explain key characteristics of new products that win in the market.
6. Identify marketing challenges during different stages of the product life cycle.
7. Demonstrate an understanding of the fundamentals for creating an integrated marketing communications plan.
8. Formulate the strategic intent of a program of marketing communications: setting objectives (mission), defining audiences (market), creating the story (message), and defining where, when, and how the message is delivered (media).
9. Determine the strategic impact of marketing communications: budgeting (money) and calculating return on investment (ROI) (measurement).
10. Identify trends in digital marketing.
11. Explain the use of digital technologies to reach consumers via search and display ads (outbound marketing).
12. Explain the use of digital technologies to draw in customers via search engine optimization and content sites (inbound marketing).
13. Explain the use of social media to listen to consumers and amplify marketing messages.

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<tr>
<th>Date</th>
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<th>Topic</th>
<th>Class Type</th>
<th>Assignments</th>
<th>Due Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, October 11</td>
<td>6 -8:50 pm</td>
<td>Brand Positioning</td>
<td>Online</td>
<td>Reading 6 Reading-Related Quiz</td>
<td>Tuesday, October 10, 11:59 p.m.</td>
</tr>
<tr>
<td>Wednesday, October 18</td>
<td>6 -8:50 pm</td>
<td>Exam 2 Covers Readings 4, 5, and 6</td>
<td>In-Class</td>
<td></td>
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<tr>
<td>Wednesday, October 25</td>
<td>6 -8:50 pm</td>
<td>Pricing Strategy</td>
<td>Face-to-Face</td>
<td>Reading 7 Reading-Related Quiz</td>
<td>Tuesday, October 24, 11:59 p.m.</td>
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<tr>
<td>Wednesday, November 1</td>
<td>6 -8:50 pm</td>
<td>Marketing Communications</td>
<td>Face-to-Face</td>
<td>Reading 8 Reading-Related Quiz</td>
<td>Tuesday, October 31, 11:59 p.m.</td>
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<tr>
<td>Wednesday, November 15</td>
<td>6 -8:50 pm</td>
<td>Digital Marketing</td>
<td>Face-to-Face</td>
<td>Reading 9 Reading-Related Quiz</td>
<td>Tuesday, November 14, 11:59 p.m.</td>
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<tr>
<td>Wednesday, November 22</td>
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<td>Thanksgiving Break</td>
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<tr>
<td>Wednesday, November 29</td>
<td>6 -8:50 pm</td>
<td>Exam 3 Covers Readings 7, 8, and 9</td>
<td>In-Class</td>
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<tr>
<td>Wednesday, December 6</td>
<td>6 -8:50 pm</td>
<td>Business-to-Business Marketing</td>
<td>Online</td>
<td>Reading 10 Reading-Related Quiz</td>
<td>Tuesday, December 5, 11:59 p.m.</td>
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<tr>
<td>Wednesday, December 13</td>
<td>6 -8:50 pm</td>
<td>Final Exam: Cumulative</td>
<td>Online</td>
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