Angelo State University  
MKT 6301 Marketing Management  
Summer 2018

**Professor:** Ola Seriki, Ph.D.

**Office:** RAS 210  
**Phone:** 325-486-6599  
**E-mail:** ola.seriki@angelo.edu

**Office Hours:** Please send me a note and we can easily set something up should we need to meet or talk on the phone.

I will work hard to return all emails and phone messages received within 24 hours of receiving them.

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 Material**  
Harvard Business School Publishing Course Pack

- To purchase this course pack, go to the following website:  
  [https://hbsp.harvard.edu/import/538839](https://hbsp.harvard.edu/import/538839)

- 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 about $85.

**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.

**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 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 the following areas:

- Seven short quizzes associated with the assigned readings.
- Two essay-type exams.
- Two group case write-ups (students will be assigned to groups in the second week of the course).
- Two individual discussion board assignments.

**Course Format**

This eight week 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. There are a total of nine reading assignments related to marketing in this course. For each of these assignments you will first read the material and then answer related multiple choice questions.

All of the work you complete for this course will be done individually, except the two case study write-ups. Case study assignments will be worked on in groups. Students will be assigned to groups in the second of the course.

- A guideline that will walk you through the process of case analysis writing and effective case writing tips will be posted to blackboard at the beginning of the semester.

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.

4. Also, each idea, point, recommendation etc., should be explained in a separate paragraph. This is a critical element of professional business writing.

**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.**

All written assignments should be prepared using Word or as PDF files. If you need to use a different application to prepare your assignments, please contact the instructor.

**Your time commitment for this course will be between four and six hours per week.**

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. Specific feedback will also be provided to each student on each assignment.

**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 2018 term is Tuesday, June 5; the last day to drop a class during the Summer I 2018 term is June 25 (with a W on your transcript).
**Course Grades:**

Your semester grade will consist of the following components.

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Individual Assignments</td>
<td>10%</td>
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<tr>
<td>7 Quizzes</td>
<td>20%</td>
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<tr>
<td>2 Group Assignments: Case Write-up</td>
<td>20%</td>
</tr>
<tr>
<td>2 Exams</td>
<td>50%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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</tbody>
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The following cutoffs will be used to determine final grades in MKT 6301:

- A 90-100%
- B 80-89%
- C 70-79%
- D 60-69%
- F Below 60%
Course Schedule

Module 1: 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

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<thead>
<tr>
<th>Start Date</th>
<th>Reading / Subject</th>
<th>Assignments</th>
<th>Due Dates/Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, June 4</td>
<td>Class Introduction (via Blackboard Collaborate).</td>
<td></td>
<td>Monday, June 4 (6 p.m. – 7 p.m.)</td>
</tr>
<tr>
<td>Monday, June 4</td>
<td>Framework for Marketing Strategy Formation</td>
<td>Reading-Related Quiz</td>
<td>June 10 @ 11:59 p.m.</td>
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<tr>
<td>Monday, June 4</td>
<td>Customer Centricity</td>
<td>Reading-Related Quiz</td>
<td>June 17 @ 11:59 p.m.</td>
</tr>
<tr>
<td>Monday, June 11</td>
<td>Consumer Behavior and the Buying Process</td>
<td>Reading-Related Quiz</td>
<td>June 17 @ 11:59 p.m.</td>
</tr>
<tr>
<td>Monday, June 11</td>
<td>Segmentation and Targeting</td>
<td>Reading-Related Quiz</td>
<td>June 24 @ 11:59 p.m.</td>
</tr>
<tr>
<td>Monday, June 11</td>
<td>Discussion board assignment</td>
<td>Discussion board assignment 1</td>
<td>June 24 @ 11:59 p.m.</td>
</tr>
<tr>
<td>Friday, June 29</td>
<td>Exam 1 Covers First Four Readings</td>
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<td>June 29 @ 11:59 p.m.</td>
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Module 2: Products, Brands, Promotion, and Global Marketing

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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<th>Start Date</th>
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<tbody>
<tr>
<td>Monday, June 18</td>
<td>Brand Positioning</td>
<td>Group Case Study Write-up (Eileen Fischer case)</td>
<td>July 8 @ 11:59 p.m.</td>
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<tr>
<td>Monday, June 18</td>
<td>Business-to-Business</td>
<td>Reading-Related Quiz</td>
<td>July 8 @ 11:59 p.m.</td>
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<tr>
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<td>Marketing</td>
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<tr>
<td>Tuesday, July 1</td>
<td>Digital Marketing</td>
<td>Group Case Study Write-up (Maersk Line Case)</td>
<td>July 15 @ 11:59 p.m.</td>
</tr>
<tr>
<td>Wednesday, July 1</td>
<td>Marketing Communications</td>
<td>Reading-Related Quiz</td>
<td>Sunday, July 15 @ 11:59 p.m.</td>
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<tr>
<td>Monday, July 10</td>
<td>Global Marketing</td>
<td>Reading-Related Quiz</td>
<td>Thursday, July 22 @ 11:59 p.m.</td>
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<tr>
<td>Monday, July 10</td>
<td></td>
<td>Discussion board assignment. Case Review: Does it pays to be good?</td>
<td>June 22 @ 11:59 p.m.</td>
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<tr>
<td>Friday, July 27</td>
<td>Exam 2</td>
<td>Covers last five readings</td>
<td>June 27 @ 11:59 pm</td>
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<td></td>
<td>Covers the Final Four Readings</td>
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