MKTG 6301 – Marketing Management

Course Description/Overview

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.

Course Overview:

People often view “marketing” as either advertising and/or selling. This is due to the fact that these two activities are the most visible ones and are the ones through which corporations try to persuade consumers to buy their products and services. However, as you will learn in this course, marketing is much more than simply advertising and selling.

Marketing involves two basic sets of activities. The first set is strategically focused and starts with identifying market opportunities and threats, consumer needs and company strengths, and ends up with positioning the product or service to satisfy those needs and differentiate the product offering from competition. The second set of activities is tactically focused and revolves around the “marketing mix.” Designing an appealing product and letting the consumer know about the product in an attention getting, convincing, and motivating way; getting it to the consumer through the best combination of distribution channels; pricing it effectively; and offering incentives to try, purchase, and repeat-purchase. At any point along the way, failure to get one of these activities right may result in the failure of the product. Positioning is the key to product success, but even a perfect product with great positioning will not last long if its benefits are not communicated to the right people, if its price is too high or too low, if it is sold through the wrong retailers, or displayed poorly.

The course will integrate materials learned from other courses such as Finance, Management, etc., and aims to provide actionable managerial insights in the area of marketing.

Prerequisite Knowledge

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.

Course Technology Description
Class Meeting Times

Wednesdays, 6:00 p.m. - 8:50 p.m., RAS 266

Technical Support

The Technology Service Center (TSC) may be contacted by calling (325) 942-2911 or 1-866-942-2911 or by email at helpdesk@angelo.edu

Faculty/Instructor Information

Professor: Ola Seriki, Ph.D.
Phone: 325-486-6509
E-mail: ola.seriki@angelo.edu
Office: RASS 210

Office Hours: Monday - 11am - 1 pm; 3:30 pm – 5 pm
Tuesday 11 am – 1 pm; 4 pm – 5 pm
Thursday 11 am – 1 pm; 3:30 pm – 5 pm

Course Objectives

Learning Objectives:
Upon completion of this course, students will be able to:

1. Apply advanced knowledge skills and values to develop integrative solutions to management/marketing problems
2. Demonstrate effective written and oral communication skills appropriate to business
3. Demonstrate knowledge of the global nature of business
4. Demonstrate ethical reasoning and awareness appropriate to business decision making, social responsibility and sustainability

Student Learning Outcomes

After completing this course, you should be able to:

1. Define and explain the practice of marketing and the concept of a consumer-centric view for an organization.
2. 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.
3. Explain the processes of market segmentation, targeting, and positioning.
4. Identify and describe the elements of the marketing mix and discuss how a marketing manager may use the mix to reach their business objectives.
5. Describe and explain the current state of the marketing profession.
Assessment Methods
This course involves textbook reading assignments, lectures, discussions, current event examples, current business periodical readings, exams, and quizzes. The lectures and class discussions are designed to go beyond the text. During class we will cover particularly important aspects of marketing, including some topics not in the text. In addition, all assigned reading material (i.e., textbook and assigned readings) is the responsibility of the student. There will be ample opportunity to ask questions in class to clarify or explain concepts not covered in lecture. So that you will receive maximum benefit from this course, it is expected that all material will be read prior to the class for which it is assigned.

Course Textbook and Required Readings

Required:

- Harvard Business School Publishing Course pack. To purchase the readings you will need for this class, go to the following website: [https://hbsp.harvard.edu/import/562544](https://hbsp.harvard.edu/import/562544)

- Simulation game. StratSim*Marketing*, by Interpretive. You will be receiving invitational emails from Interpretive.com to register for the StratSim*Marketing* game.

Supplementary:

*Wall Street Journal* (Marketplace). The Marketplace discusses fascinating marketing stories of the day. We will draw from these frequently.

Other readings will be assigned in a timely manner as needed and will be provided to you as PDF, in MS Word format, or as a link to an online resource.
# Grading Policies

This course employs the following to measure student learning.

<table>
<thead>
<tr>
<th>Grade Calculations</th>
<th>Percent of Grade</th>
<th>Due</th>
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</thead>
<tbody>
<tr>
<td>Assessment 1: Exam 1</td>
<td>13.33%</td>
<td>Monday, 2nd week of class.</td>
</tr>
<tr>
<td>Assessment 2: Exam 2</td>
<td>13.33%</td>
<td>Monday, the 4th week of class</td>
</tr>
<tr>
<td>Assessment 3: Exam 3</td>
<td>13.33%</td>
<td>Monday, the 6th week of class</td>
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<tr>
<td>Assessment 4: StratSim Simulation Game &amp; Report</td>
<td>20%</td>
<td>See Schedule below</td>
</tr>
<tr>
<td>Assessment 5: Quizzes (homework)</td>
<td>15%</td>
<td>Weekly</td>
</tr>
<tr>
<td>Assessment 6: Case Write-ups</td>
<td>15%</td>
<td>See Schedule below</td>
</tr>
<tr>
<td>Assessment 7: Participation</td>
<td>5%</td>
<td>Weekly</td>
</tr>
<tr>
<td>Assessment 8: Learning Portfolio</td>
<td>5%</td>
<td>End of Class</td>
</tr>
</tbody>
</table>

Angelo State University employs a letter grade system. Grades in this course are determined on a percentage scale:

A = 90 – 100%
B = 80 – 89%
C = 70 – 79%
D = 60 – 69%
F = 59% and below.
Assessment 1, 2, & 3 (40% of final grade):
There will be 3 exams in the course based on materials we learn.

Assessment 4 (20% of final grade):

*StratSim* Marketing Simulation
This simulation game will give you an opportunity to practice your skills and observe the outcomes of your decision. You will be part of a product management team competing in the car market. Each team will make 10 decisions over the semester and will need to meet frequently to formulate its strategy.

Registration: Upon the start of the semester, you will be receiving invitational emails from Interpretive.com to register for the *StratSim* *Marketing* game. In those emails from Interpretive, each student will receive an Individual User ID and a Password. Each student shall use his/her Individual User ID and Password to register for the *StratSim* *Marketing* game. Specifically,
1. Each Student must go to: www.interpretive.com
2. Click on the login tab at top right
3. Login with your Individual User ID and Password.
4. Follow the on screen directions to complete the registration process.

Deadline for Registration: Registration must be completed by Midnight Tuesday, August 26, 2018.

Practice Run: During the first week of the semester, I will walk you through the simulation and do TWO practice rounds in week 1.

<table>
<thead>
<tr>
<th>Practice Rounds</th>
<th>End on 11:59pm Saturday September 1, 2018</th>
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<tbody>
<tr>
<td><strong>Round #</strong></td>
<td><strong>Deadline for Simulation Submission</strong></td>
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<tr>
<td>Round 1</td>
<td>11:59pm midnight Sunday Sept. 9, 2018</td>
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<td>Round 2</td>
<td>11:59pm midnight Sunday Sept. 16, 2018</td>
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<tr>
<td>Round 3</td>
<td>11:59pm midnight Sunday Sept. 30, 2018</td>
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<tr>
<td>Round 4</td>
<td>11:59pm midnight Sunday Oct. 7, 2018</td>
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<tr>
<td>Round 5</td>
<td>11:59pm midnight Sunday Oct. 14, 2018</td>
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<td>Round 6</td>
<td>11:59pm midnight Sunday Oct. 28, 2018</td>
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<td>Round 7</td>
<td>11:59pm midnight Sunday Nov. 4, 2018</td>
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<td>Round 8</td>
<td>11:59pm midnight Sunday Nov. 11, 2018</td>
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<td>Round 9</td>
<td>11:59pm midnight Sunday Nov. 18, 2018</td>
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<tr>
<td>Round 10</td>
<td>11:59pm midnight Sunday Nov. 25, 2018</td>
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</tbody>
</table>

Formal Rounds of Simulations: The game will be “restarted” on September 2, 2018. Each team needs to make one decision. Each decision is due midnight of the designated day.

Particularly, team’s performance is determined based on the combination of following criteria:
- Return on assets (Outcome performance – Importance weight 25%);
- Market Share (% of $); (Outcome performance – Importance weight 25%);
- Percentage change from the initial Net Income (Dynamic performance – Importance weight 25%); and
- Stock price (Long-term performance – Importance weight 25%).

*15% of your final grade will be determined based on your team’s performance within that particular industry.*

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<tr>
<th>Place</th>
<th>Points</th>
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<tbody>
<tr>
<td>1st</td>
<td>100</td>
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<tr>
<td>2nd</td>
<td>90</td>
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<tr>
<td>3rd</td>
<td>80</td>
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</table>

**Q&A for StratSim:**

*How to measure the final performance?*

The company’s final performance is determined based on the combination of following criteria:

- Return on assets (Outcome performance – Importance weight 25%);
- Market Share (Units); (Outcome performance – Importance weight 25%);
- Percentage change from the initial Net Income (Dynamic performance – Importance weight 25%); and
- Stock price (Long-term performance – Importance weight 25%).

In other words, I will look at the final rankings of your company along all these four dimensions, with number 1 as the best and number 5 as the worst. For example, assume that a firm’s ranks along the 4 dimensions as follows:

- Return on assets (Outcome performance – Importance weight 25%); --- Ranked as number 3 among the 3 firms
- Market Share (% of $); (Outcome performance – Importance weight 25%); --- Ranked as number 1 among the 3 firms
- Percentage change from the initial Net Income (Dynamic performance – Importance weight 25%); Ranked as number 2 among the 3 firms
- Stock price (Long-term performance – Importance weight 25%); Ranked as number 3 among the 3 firms.

Then, I will add these rankings up \((3 + 1 + 2 + 3 = 9)\) and compare such a composite ranking with other teams and conclude with your final ranking. Assume that all 3 companies’ composite rankings are as 6, 8, and 9. This puts your company as the 3rd place (behind the company with 6 and 8 composite rankings).

The remaining 5% of your final grade will depend on your Team Reports and Presentation. Detailed instructions on how to prepare the Team Simulation Report will be posted to Blackboard.
Assessment 5 (15% of final grade):
Each one of you will complete a set of Connect quizzes and other quizzes that will be posted to blackboard. You can score full points as long as you finish these quizzes. For the Connect quizzes, please visit: http://connect.mheducation.com/class/o-seriki-fall-2018-w-6pm

Assessment 6 (15% of final grade):
Case study assignments will be worked on in groups. Students will be assigned to groups on the first day of class.
- 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:
- Actually answers the questions asked.
- Has depth and is meaningful, explaining your thoughts in a clear, concise manner with original thought.
- 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 on the due date; late assignments will not be accepted.

<table>
<thead>
<tr>
<th>Case</th>
<th>Deadline for Submission</th>
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</thead>
<tbody>
<tr>
<td>Compass Maritime Service</td>
<td>11:59pm Tuesday, Sept. 24, 2018</td>
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<tr>
<td>Tivo</td>
<td>11:59pm Tuesday, Oct. 23, 2018</td>
</tr>
<tr>
<td>Metabical</td>
<td>11:59pm Tuesday, Oct. 30, 2018</td>
</tr>
</tbody>
</table>

Assessment 7 (5% of final grade):
This part of the assessment will be based on your participation in the class.

Assessment 9 (5% of final grade):
You as an individual will be required to keep a “journal” throughout the course. At the end of each class, you will write a few lines about the key aspects of knowledge that day in your journal. At home, I want you to reflect on the last class’ learning experience and write down 2 examples of companies that fit the discussions and topics. These 2 examples should come from outside the textbook – from your observations of the real world. You should date these journal entries. At the end of the course, you will turn in a 2 page paper along with the journal entries that answers the following questions:

1. What key ideas or information have you learned about marketing?
2. What have you learned about *how to use or apply* the contents of the course?
3. What parts of your knowledge, thinking, or actions have you been able to *integrate* or connect within or external to this learning experience?
4. How have you changed in some important way?
5. Have your interests, feelings, or *values* changed as a result of this learning experience?

**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 in class; 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**

**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 and complying with the university Academic Honor Code, which is in both print and web versions of the ASU Student Handbook.

Academic integrity is expected. This includes, but is not limited to, any form of cheating, plagiarism, unauthorized sharing of work, or unauthorized possession of course materials. The professor assumes that all students can be trusted. Please do no violate this trust. Violation of academic integrity will result in a failing grade for the course.

It is the professor’s intention to be as fair and impartial as is humanly possible. Therefore, all students will be asked to adhere to the same set of guidelines and rules UNLESS there are disabilities or documented extenuating circumstances that have been discussed with the professor and the Student Life Office. Please make sure you inform the professor as soon as any situation arises. Do NOT wait until the problem is compounded by poor class performance, poor attendance, etc.

**Code of Ethics**

Students, faculty, administrators and professional staff of the College of Business should always:

- Be forthright and truthful in dealings with all stakeholders
- Take responsibility for one’s actions and decisions
- Serve as an example of ethical decision-making and behavior to others
- Admit errors when they occur, without trying to conceal them
- Respect the basic dignity of others by treating them as one would wish to be treated
**Courteous and Respect**

Courtesy and respect are essential ingredients to this course. We respect each other's opinions and respect others' points of view at all times while in our class sessions. The use of profanity and harassment of any form is strictly prohibited (Zero Tolerance), as are those remarks concerning one's ethnicity, lifestyle, religion, etc., violations of these rules will result in appropriate disciplinary actions.

**Accommodations for Disability**

ASU 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 of 2008 (ADAAA), and subsequent legislation.

Student Affairs 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 emailing studentservices@angelo.edu, or by contacting:

Mrs. Dallas Swafford  
Director of Student Development  
Office of Student Affairs  
University Center, Suite 112  
325-942-2047 Office  
325-942-2211 FAX  
Dallas.Swafford@angelo.edu

**Student absence for religious holidays**

As stated in the Angelo State University Operating Policy and Procedures (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends to miss class to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

**Course Drop**

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](http://www.angelo.edu/services/registrars_office/course_drop_provisions.php).

**Incomplete as a Course grade**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.11 Grading Procedures), the grade "I" is given when the student is unable to complete the course because of illness or personal misfortune. For undergraduates, an "I" that is not removed before the end of the next long semester automatically becomes an "F". A graduate student will be allowed one year to remove a grade of "I" before it automatically becomes an "F". To graduate from ASU, a student must complete all "Is".
Grade Appeal Process

As stated in the Angelo State University Operating Policy and Procedures (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, has experienced inequitable evaluation procedures, or inappropriate grading practices, 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 grade appeal 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.

Course Outline

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Case</th>
<th>Reading</th>
<th>Assessment</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, Aug 29</td>
<td>Introduction</td>
<td>Amazon in 2017</td>
<td>CH1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wednesday, Sept 5</td>
<td>Developing MKT Strategy</td>
<td>i) Rosewood Hotels</td>
<td>CH2 &amp; HBP Reading</td>
<td>BB Quiz 1</td>
<td>Tuesday, Sept. 4 @ 11:59pm</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ii) Reinventing Adobe</td>
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<tr>
<td>Wednesday, Sept 12</td>
<td>Customer Centricity</td>
<td></td>
<td>HBP Reading</td>
<td>BB Quiz 2</td>
<td>Tuesday, Sept. 11 @ 11:59pm</td>
</tr>
<tr>
<td>Wednesday, Sept 19</td>
<td>Consumer behavior &amp; Organizational Behavior</td>
<td>Tivo</td>
<td>CH 5 &amp; 6</td>
<td>Connect Quiz 1</td>
<td>Tuesday, Sept. 18 @ 11:59pm</td>
</tr>
<tr>
<td>Wednesday, Sept 26</td>
<td>Marketing Research and Forecasting</td>
<td>Compass Maritime Services, LLC: Valuing Ships</td>
<td>CH 8</td>
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<tr>
<td>Wednesday, Oct 3</td>
<td><strong>Exam</strong></td>
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<tr>
<td>Wednesday, Oct 10</td>
<td>Segmentation, Targeting, and Positioning</td>
<td>Red Lobster</td>
<td>CH9 &amp; HBP Reading</td>
<td>Connect Quiz 2</td>
<td>Tuesday, Sept. 25 @ 11:59pm</td>
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<tr>
<td>Wednesday, Oct 17</td>
<td>Creating customer value</td>
<td></td>
<td>HBP Reading</td>
<td>BB Quiz 3</td>
<td>Tuesday, Oct. 9 @ 11:59pm</td>
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<tr>
<td>Wednesday, Oct 24</td>
<td>Developing New products, Managing Products and Brands</td>
<td>i) Clean Edge Razor</td>
<td>CH10 &amp; CH 11</td>
<td>Connect Quiz 3</td>
<td>Tuesday, Oct. 16 @ 11:59pm</td>
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<tr>
<td>Date</td>
<td>Topic</td>
<td>Case</td>
<td>Reading</td>
<td>Assessment</td>
<td>Due Date</td>
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<tr>
<td>Wednesday, Oct. 31</td>
<td>Pricing Strategy</td>
<td>i) Metabical: Pricing, Packaging, and Demand Forecasting</td>
<td>CH13, CH 14, &amp; HBP Reading</td>
<td>BB Quiz 4</td>
<td>Tuesday, Oct. 23 @ 11:59pm</td>
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<tr>
<td></td>
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<td>ii) Coca-Cola New Vending Machine</td>
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<tr>
<td>Wednesday, Nov. 7</td>
<td>Channels</td>
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<td>CH15</td>
<td>Connect Quiz 4</td>
<td>Tuesday, Oct. 30 @ 11:59pm</td>
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<td></td>
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<td>Retailing</td>
<td>Bolster Electronics</td>
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<td>Wednesday, Nov. 14</td>
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<td><strong>Exam 2</strong></td>
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<tr>
<td>Wednesday, Nov. 21</td>
<td>Marketing Communication and Advertising</td>
<td>Sephora Direct</td>
<td>CH17 &amp; 18 &amp; HBP Reading</td>
<td>BB Quiz 5</td>
<td>Tuesday, Nov. 11 @ 11:59pm</td>
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<tr>
<td></td>
<td>Digital Marketing</td>
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<td>CH19 &amp; HBP Reading</td>
<td></td>
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<tr>
<td>Wednesday, Nov. 28</td>
<td>Business-to-Business Marketing</td>
<td></td>
<td>HBP Reading</td>
<td>BB Quiz 6</td>
<td>Tuesday, Nov. 20 @ 11:59pm</td>
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<tr>
<td></td>
<td></td>
<td>New Concepts: Experiential Marketing &amp; Service Marketing</td>
<td>CH 12 &amp; Supplementary Material</td>
<td></td>
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<tr>
<td>Wednesday, Dec. 5</td>
<td>Global Customers and Markets</td>
<td></td>
<td>CH 7</td>
<td>Connect Quiz 6</td>
<td>Tuesday, Nov. 27 @ 11:59pm</td>
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<tr>
<td></td>
<td>Marketing Ethics</td>
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<td></td>
<td>Stratsim Presentations</td>
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<td>Team Reports &amp; Presentation copies</td>
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<tr>
<td>Wednesday, Dec. 12</td>
<td><strong>Final Exam</strong></td>
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*BB - Blackboard.*