MKTG 660-01: MARKETING MANAGEMENT

Office Hours:
Office:
Phone:
E-Mail:

Course Materials

Course packet from www.study.net
Course link: http://www.study.net/r_mat.asp?crs_id=30045376
The course costs $58 and contains the Harvard Business School (HBS) materials used in this class. Additional readings posted in Moodle each week are available for free from the university library database. Click on the link and it will take you straight to the article. Supplemental current articles, lecture notes, assignment guidelines, and discussion topics will be continuously posted in Moodle. Moodle will inform you what you need to read and do for every week so make sure you check the course site regularly.

Course Objectives

This course is designed to enhance your knowledge and understanding of the major issues, current trends, and best practices in strategic marketing management. The course will build on the knowledge from your foundation marketing class, addressing many of the complexities and considerations faced in disparate marketing contexts. You will develop problem solving skills that allow you to diagnose, evaluate, and recommend marketing solutions. Specifically, we will address the following issues:

- Becoming a market oriented organization and developing a market-driven strategy
- Employing market research and financial analysis to support marketing decisions
- Formulating marketing strategies to achieve sustainable competitive advantage
- Managing relationships with valuable customers
- Assessing and employing social responsibility in marketing decisions

MBA Mission Statement:
The University of Montana MBA Program’s mission is to serve our region by developing leaders to effectively manage organizations in a global business environment

MBA Learning Goals:
UM MBA Graduates will demonstrate:
1. Integrated knowledge of business functions
2. Communication skills and teamwork ability
3. Ethical conduct, social responsibility, and professional leadership
4. Analytical and innovative thinking in business problem solving
5. Knowledge and application of current trends in information technology
6. Ability to evaluate the implications of operating in the global business environment

This course will primarily address Learning Goals 1, 2, 3, and 4 but will also touch upon 5 and 6.
Performance Evaluation:

Written case reports 3 @ 30 points each (individual grade)    90 points
Consulting team project report & presentation   100 points
Final exam                                      50 points
Class prep assignments, contribution to class, overall citizenship  60 points

Total                                                        300 points

Course grades are assigned as follows:

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<thead>
<tr>
<th>Grade</th>
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<tbody>
<tr>
<td>92 - 100%</td>
<td>A</td>
<td>77-79.9%</td>
<td>C+</td>
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<tr>
<td>90 – 91.9%</td>
<td>A-</td>
<td>70-76.9%</td>
<td>C</td>
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<tr>
<td>87 – 89.9%</td>
<td>B+</td>
<td>Below 70%</td>
<td>F</td>
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<td>82 – 86.9%</td>
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<td>80-81.9%</td>
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Course Structure and Conduct

This course uses a combination of brief lectures, case studies, class discussion, and consulting work to provide students with a greater understanding of the role of the marketing manager as a decision maker within the organization. In order to stimulate active learning, class time will be heavily discussion oriented. Your careful preparation prior to class is essential in achieving a high quality and enjoyable learning experience. Please note that I will assess and reward you for your preparedness for and contribution to class; this represents 20% of your grade. You are expected to be active participants in the creation of this course; the value that each one of you derives from this course will depend on everyone’s contribution to the class content and delivery. Your contribution to the class content includes in-class participation, suggestions for insightful articles to read and discuss in class, provision of examples from your business and personal experience, etc. Contribution to class delivery is represented by your cooperation in creating a positive class atmosphere – e.g., be in class on time, don’t leave and come back during class session, don’t eat in class or disturb class time in other ways, pay attention and be a positive force.

Note: All written assignments are due via email or hard copy (single spaced, two-sided) BEFORE or at the BEGINNING the class when they are assigned. Late submissions are NOT accepted.

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code: http://life.umt.edu/vpsa/student_conduct.php

It is the student’s responsibility to be familiar with the Student Conduct Code.
Written Case Reports

Students will work in groups of four to prepare their case reports. You need to write 3 case analyses out of the 4 cases we’ll discuss in class (your choice). Clearly identify who wrote which section – 20 points are awarded to you for your contribution to the case report. 10 points are awarded for your team’s integration and consistency in addressing the case. Therefore you should first meet with the team to discuss the case and decide on a solution to all questions. Then each one of you should write your assigned section. Finally assemble the report and make sure it’s integrated and consistent. If the case report is incomplete you will all be penalized so if one team member is dropping the ball someone on the team has to pick it up. However as you write your name on what sections you wrote you will be rewarded (and the slacker will be punished).

I will provide questions for each case in advance. Guidelines:

- Answer my questions. I will structure the grade points by question
- Do not repeat case information or the facts as given in the case. Additional research on the case situation is not required but welcomed if you want to do it. However, the analysis has to be done on the CASE info not the additional info you may collect (20-20 hindsight is useless)
- Analyze the issues – do not just describe them. Some case questions will ask you to take a position. Based on your analysis make a decision and state clearly your position and your rationale
- Make good use of quantitative information as well as qualitative information given in the case
- Be professional: use professional language, avoid spelling and grammatical mistakes and correct errors before turning in assignments – you lose points for bad writing!
- Type your reports single-spaced, 12 pt. font. Bullet lists, tables, charts are all OK. Be concise and direct in your writing – this is Business not English writing; don’t waste my time.

Consulting Project

You will work as a consultant with your team of 3 or 4 students to analyze and help solve a marketing related problem for a real business client. You are free to choose any client organization that you are interested in for your consulting project. I recommend an organization that one of you works for or has close ties with. Make sure you identify a problem which is addressed in the course and use the theoretical models discussed in the readings/class lecture. You are required to write a report addressed to your client (management of the organization) and present it in class during the last week. You will be graded on:

1. Problem definition – significance, level of interest, clarity
2. Research – extent, thoroughness, level of sophistication, quantitative analysis
3. Solution and support – level of cognitive complexity, depth, specificity, completeness, creativity, quantitative support (just creativity is not enough)
4. Professionalism in written and oral communication

Do not attempt a full marketing plan. Given the time constraints such a task would lead to breadth without depth. I am interested in depth in this assignment. Types of problems that would be particularly appropriate for this class:

- Delivering superior customer value
  (Analyze the entire customer experience with the firm’s product and the competitors’ products/substitutes; target market fit with firm’s value proposition; pricing, distribution, promotion)
• Customer relationship management/loyalty programs
  (Analyze the firm’s customer database, how they use the info to classify customers and manage them, the rewards they offer etc.; you’ll need to look at customer value along with the lifetime value of the customer to the firm)
• Market assessment
  (This analysis is especially needed for new products/innovations; who would buy the product, what’s the value they gain from it, new product adoption/diffusion; estimate market potential and do a sales forecast)
• Segmentation-targeting-positioning
  (Evaluate the current market segmentation scheme and propose a better one; recommend target segments; develop and interpret positioning maps of your firm’s products/brands compared to competition; recommend promotion to support the desired position)
• Improving the customer service experience
  (Evaluate the service experience in all its aspects; complaint handling procedures; service recovery; management of customer participation in the service exchange; communication)
• Branding and Promotion (also to include digital marketing and social media)
• Sustainability/green marketing/social responsibility

You need to visit with me about the proposed topic. Ideally you’ll have the topic approved by the end of 2nd week of class.

**Course Calendar and Topics (subject to change based on class dynamic)**

The reading assignments will be posted in Moodle for each week. Make sure to check and do ALL assigned readings before class. The Case write-ups and class discussions will always be on THURSDAY.

Week 1  Course Introduction. Marketing Strategy. The Service Economy.
Week 2  Customer Value. Customer Relationship Management
Week 3  CMR Enterprises (case write-up). Market Sizing and Segmentation
Week 4  New Product Introductions. Going-to-Market
Week 5  Polyphonic HMI: Mixing Music and Math (case write up). Positioning
Week 6  Product and Brand Management. Corporate Social Responsibility
Week 7  Clorox Leveraging Green for Growth (case write-up). Pricing
Week 8  Promotion – Integrated Marketing Communications. Digital Marketing
Week 9  HubSpot: Inbound Marketing and Web 2.0 (case write up). Final Exam

**Spring Break**

Week 10  Consulting Project Reports and Presentations