MKT 521- 01E MARKETING MANAGEMENT

Fall 2012

CLASSROOM: BA 256
MEETING TIMES: Thursday, 2:00 – 5:30 p.m.
NOTE ABOUT TIMES: All times and deadlines for this course are listed as Central Standard Time (CST) Zone (Commerce, TX) times.

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Office Hours:	Wednesday 2 – 5; Thursday 1 – 2; Others by appointment.

REQUIRED TEXTBOOK(S):

The following is required text for MKT 521-01E. Any additional readings will be uploaded under the "Doc Sharing" tab of ecollege or e-mailed to your Texas A&M-Commerce e-mail account.

REQUIRED: A customized version of Perreault, Cannon and McCarthy (2011), Basic Marketing (customized version): A Marketing Strategy Planning Approach, 18th edition (ISBN: 978-0-07-757798-8), McGraw-Hill Irwin, Chicago, IL, will be utilized in *all* MKT 521 sections. This customized book is available only at our bookstore and is SIGNIFICANTLY cheaper when compared to buying the 18th edition in its entirety. Please contact the Univ. bookstore for purchase.
NOTE: Should you desire to buy the textbook (18th edition) in its *entirety*, the ISBN is 978-0-07-352995-0.

ACADEMIC HONESTY POLICY:
Academic honesty is the foundation of the university community. Cheating, plagiarism, or other acts of academic dishonesty compromise the integrity of the academic process and community and are subject to disciplinary action. For this class, plagiarism will result in automatic failure (final course grade of F).

An academic honesty policy has been posted under the —Doc Sharing tab. You should read this document, initial it, and submit it to me via its corresponding —Dropbox.

SYLLABUS SUBJECT TO CHANGE STATEMENT:
I anticipate that we will follow the schedule I've outlined in this syllabus, but I may make adjustments based on what actually happens in class. I may also change the basis for the course grade (if I need to eliminate an assignment or something of that nature). If I do so, I will so inform you in writing. Remaining in the course after reading this syllabus will signal that you accept the possibility of changes and responsibility for being aware of them.

COURSE DESCRIPTION & COURSE OBJECTIVES:
This course is designed to provide MBA students with the KNOWLEDGE, UNDERSTANDING and/or APPRECIATION of marketing as follows:

Upon completion of this course, students will understand:

* The role of micro and macro marketing in an organization and the development/planning of a marketing strategy.
*The elements that influence buyer behavior.
*The essentials of the 4P's: Product, Place, Price, Promotion.
*What defines an effective implementation of the marketing strategy.
*Development of student communication skills and critical thinking.

All these will be accomplished through assigned readings, class discussions, cases, and marketing plan.

COURSE FORMAT:

This course is scheduled for on campus, face-to-face delivery. I have created a course shell in eCollege and you will find relevant course materials in this location. Also, you will submit your class assignments through the eCollege location and your grades will be recorded for you in the course grade book. While some of the course materials (handouts) are available in the eCollege site, you are expected to attend class every meeting and be prepared to fully participate in the course activities. PowerPoint slides will be available for each of the Perreault book chapters, under the —Doc Sharing tab. Case assignments will also be posted on eCollege, under the Doc Sharing tab. You should submit your work in a format that is compatible with **Microsoft Office 2003/2007** and post it in the appropriate —Dropboxes when they are due.

COURSE POLICIES AND PROCEDURES:
Students are required to meet the expectations listed below.

Assignments:
1. Submitted assignments must be correctly formatted and free of grammatical and stylistic errors. Students in MKT 521 should have at least some skill with software for word processing, spreadsheets, databases, graphics, and presentations, and with web browsers and search engines. Spelling and grammatical errors will detract from your grade!
2. Assignments must be submitted on time. (First day of the week listed on the course schedule at 8:00 a.m.) unless it is states in the schedule.
Assignments are due at the **date** and **time** listed. All work and assignments for the entire course will be available on the first day of class. Start working on each assignment as soon as you possibly can and make sure that you have the case assignments and marketing plan submitted by the specified due dates. I **will not** accept late assignments unless you have an excused absence.
3. Assignments must be complete. You must complete and submit all components at the specified due date and time to receive credit for the assignment. Please don't turn in work that is only "half-finished".
4. Please submit assignments in a format that is compatible with Microsoft Office 2003 or 2007.

- **Back-ups are required:** You are required to back up all your assignments on a disk that can be submitted to me upon my request. If work is lost due to insufficient back-up, you will not have the opportunity to recreate and submit at a later time.
- **Communication:** Please communicate with me by using my e-mail: leslie.toombs@tamuc.edu. You are also welcome to visit with me in my office during posted office time. If the posted office time does not work with your schedule, I will make an appointment with you.
- **APA format:** All the assignment should be turned in APA 6th Edition format. For details review "Research Tutorial" on the course home page.
- **Make-up Exam Will Only Be Given If You Obtain University Approved Documentation for Your Excuse.**

Changes to Schedule: While I plan to stick to the class schedule, there might be occasions to modify the schedule. In these cases, all changes will be announced via eCollege and e-mail. It is your responsibility to become aware of any such changes.

GRADING POLICY:

Component	Type	Value
Cases (4 Cases — 50 Points Each)	Individual	200 points (40%)
Marketing Plan	Group	200points (40%)
Core Competency Exam	Individual	100points (10%)
In-Class Exercises	Individual	100points (10%)
Course Total		**600 points**

The assignment of letter grades will follow TAMU-C policy unless a "curving" of grades is deemed necessary.

Incomplete - Must be previously agreed upon by student and instructor.
Withdrawal - Must be initiated by the student administratively.

ASSIGNMENT DESCRIPTION:

CASES:
Throughout the semester, you will be required to analyze four cases from the Perreault, Cannon& McCarthy (18e) book. Each case is worth 50 points. Specific instructions for each case will be posted on ecollege, under the "Case Assignment" tab in the week the case is scheduled to be assigned. You will prepare written analyses based on application of marketing concepts. Instructions are also provided in ecollege under doc sharing. The analyses should be submitted in dropbox in a document that is compatible with **Microsoft Word (2003/2007/2010).**

MARKETING PLAN:
This is a group project. I will form groups of 5-6 students.(Depends on the class size). All of you will be a part of group working on the Marketing Plan assignment. Each group will develop a marketing plan for some existing or planned profit oriented or non-profit business. The list is available under doc sharing. The **marketing plan** will cover all aspects of marketing as it relates to the business, i.e. products, services, packaging, brand name, target market, promotion, price, channels, etc., and, of course, the marketing mix for the product line(s) of the business. The project should be 15-20 pages in length including title page, table of contents, references, nor appendices. The proper format will be provided. I will also provide a few examples of actual marketing plans as a reference. Look for detailed instructions under 'doc sharing' tab. Since this assignment is a group assignment for ease of communication I will form a discussion board for each group on the course home page to facilitate communication between group members virtually. I will not be reviewing this discussion board regularly but once in a while I will review the discussion forum so as to give my input if it's required by the group. This will be an informal discussion especially between the group members to discuss their work. It's a

virtual platform to communicate with your group members. It's not a part of your gradebook.

CORE COMPETENCY EXAM:

There will be one multiple choice exam which will test for CORE COMPETENCIES that are important concepts you should learn during this course. It is worth 100 points. The exam will be available to you in the final week of the semester. The exam will consist of 20 questions and timed at 25 minutes (why I call it a competency exam).

In Class Assignments:

There are 5 in class exercises that will be completed as part of the course. These exercises must be completed during the class period in which they are assigned. No makeup work for these assignments will be accepted.

CLASS ATTENDANCE&PARTICIPATION:

Attendance and participation is critical to successful course completion. This class moves beyond the lecture format to include application exercises.

ADDITIONAL READINGS:

I strongly encourage students to read Wall Street Journal's Market Place and Business Week to substantiate the case analysis by citing examples from these sources. It would not only help to provide better case analysis but at the same time it would help students to be current in terms of different and current market strategies used by the corporations.

Note on Time Zone:

The ecollege new platform is now using CST as the default for opening and closing times/dates/deadlines.

COURSE SCHEDULE: (USED CST):

WEEK	WORK ASSIGNED: READINGS, ASSIGNMENTS, & EXAM	WORK DUE: At Beginning of Class ON THIS DAY (CST)
Week 1 8/30	P: Chapter 1 Introduction to Marketing Plan Marketing Plan Proposal Academic Honesty Policy	
Week 2 9/6	P: Chapter 2 & 3 C: Case One Study	Academic Honesty Policy
Week 3 9/13	P: Chapter 4 E: In Class Exercise	Case One Study Marketing Plan Proposal
Week 4 9/20	P: Chapter 5 & 6	Revised Marketing Plan
Week 5 9/27	P: Chapter 7 C: Case Two Study	Update report of team progress
Week 6 10/4	P: Chapter 8 E: In Class Exercise	Case Study Two
Week 7 10/11	P: Chapters 9 & 10	
Week 8 10/18	P: Chapters 11 & 12 C: Case Three Study	
Week 9 10/ 25	P: Chapters 13 & 14 E: In Class Exercise	Case Three Study
Week 10 11/1	P: Chapter 15 Movie Clip - Discussion	
Week 11 11/8	P: Chapters 16 & 17 C: Case Study 4	
Week 12 11/15	P: Chapter 18	Case Four Study
Week 12 11/22	Thanksgiving Holiday – No Class	
Week 13 11/29	P: Chapters 19 & 20 E: In Class Exercise	
Week 14 12/6	Team Marketing Plans Due at Beginning of Class	Brief Presentation of Marketing Plan to Class
Week 15 12/13	Core Competency Exam In Class	

- **THIS WEEKLY SCHEDULE IS TENTATIVE.**
- **P: PERREAULT TEXT BOOK**
- **C: CASE STUDY INSTRUCTIONS WILL BE AVAILABLE IN DOC SHARING**
- **E: In Class Exercise**

SPECIAL NEEDS/REASONABLE ACCOMODATIONS:
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library
Room 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamu-commerce.edu

Tenets of Common Behavior Statement: All students enrolled at the university shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment (See current Student Handbook).

Graduate Course Case Analysis Rubric – Textbook Cases

	Far Exceeds Standards	Exceeds Standards	Meets Standards	Fails to Meet Standards
Identification of Critical Marketing Issues (10%) – 1 maximum Although cases may discuss many marketing issues, there are generally 3 to 5 critical issues (it may vary depending upon the case) that if addressed properly would eliminate, or minimize the impact of, the majority of the problems.	Identifies 5 of the most critical issues with citations from business week/WSJ/scholarly articles which substantiate the rationale statements as to why each issue was included. **(5)**	Identifies 3 or 4 of the most critical issues with rationale statements as to why each issue was included. Includes citations from business week/WSJ/scholarly journal articles. **(4)**	Identifies 2 to 4 critical issues with some indication of rationale as to why each issue was included. Includes citations from business week/WSJ/scholarly journal articles. **(3.5)**	Identifies 2 or fewer of the most critical issues and/or provides little or no rationale as to why each issue was included. Few (if any) citations from business week/WSJ/scholarly journal articles. **(3)**
Literature Review of the marketing issues identified as critical (30%) – 2 page minimum Students will review business week/WSJ/scholarly articles journal literature in the ABI Inform and Business Source Complete electronic periodical databases in order to analyze identified issues and make suggestions.	Provides a complete review of business week/WSJ/scholarly articles scholarly journal literature (including four or more seminal articles) to support the knowledge associated with each identified issue. **(15)**	Provides a business week/WSJ/scholarly articles substantial review of scholarly journal literature (including at least three seminal articles) to support the knowledge associated with each identified issue. **(12)**	Provides a substantial review of the business week/WSJ/scholarly journal articles literature (with at least three journal articles) to support the knowledge associated with each identified marketing issue. **(10.5)**	Provides an incomplete review of business week/WSJ/scholarly the journal literature (2 articles or less) and/or fails to support the knowledge associated with each identified marketing issue. **(9)**
Evaluation of Alternatives (20%) There will often be competing ideas and guidance within the journal literature. Students must identify (and evaluate the strengths and limitations of) various possible actions before offering recommendations.	Identifies and evaluates at least 3 alternatives for each marketing issue, providing for each strengths and limitations with convincing and supported (at least 3 business week/WSJ/ scholarly journal articles) arguments. **(10)**	Identifies and evaluates at least 3 alternatives for each marketing issue, providing for each strengths and limitations with convincing and supported (at least 2 scholarly journal articles) arguments. **(8)**	Identifies and evaluates at least 2 alternatives for each marketing issue, providing for each strengths and limitations with convincing and supported (at least 1 scholarly journal article) arguments. **(7)**	Fails to identify and evaluate a comprehensive set of alternatives (at least 2) for each marketing issue and/or fails to provide for each the strengths and limitations with convincing and supported arguments. **(6)**

Support of Recommendations (30%) Students must develop the most effective and feasible combination of alternatives to address the marketing issues identified, researched, and evaluated.	Articulates and persuasively defends effective and feasible recommendations that address the identified issues. **(15)**	Articulates and effectively defends effective and feasible recommendations that address the identified issues. **(12)**	Lists and largely defends effective and feasible recommendations that address most of the identified marketing issues. **(10.5)**	Fails to list and/or defend effective and feasible recommendations that address most of the identified marketing issues. **(9)**
References (10%) Students must offer a complete reference list of all works cited within their analysis (APA style).	Student provides a complete APA style references list with all in-text cited articles listed in the references (10 >). **(5)**	Student provides a complete APA style references list with all in-text cited articles listed in the references (8-9). **(4)**	Student provides a mostly complete APA style references list with all in-text cited articles listed in the references (6-7). **(3.5)**	Student fails to provide at least 5 references or fails to do so in APA style. **(3)**

MKT 521- TEAM MARKETING PLAN RUBRIC

Topics	Far Exceeds Standards	Exceeds Standards	Below Standards
Executive Summary Introduce the reader to the chosen company and give highlights of the Marketing Plan. Will cover the company overview, management team summary, market opportunity overview, financial overview and conclusion	Includes all the essential material in this section. Any additional material is in an appendix. **(10)**	Includes essential material in this section. Any additional material is in an appendix. Concise information yet through. **(8)**	Essential materials not included. If any contents are missing under executive summary section **(7)**
Situation Analysis ***Market Analysis*** – name of business, mission statement, brief description of products and services; ***Target Market (Customer Analysis)-*** Identify organization's final customers in terms of geographic, demographic, social, psychological and behavioral dimensions; Identify organizational customers in terms of market structure, buying situation, and major buying influences; Segment the target market based on similar needs, wants and characteristics; Select the market segment(s) to target; Describe your positioning strategy and create your positioning statement; Describe the consumer buying process and buying behavior(s) as it pertains to products. ***SWOT Analysis*** – identify strengths, weaknesses, opportunities and threats and discuss their implications for the Company. ***Competitor Analysis***- Identify primary and secondary competitors,	Analyzes organization's strategic group(s), critical success factors for industry, & Discusses & provides an in-depth analysis for industry & organization- Lists and briefly discusses industry (ies) in which organization competes & its competitors; Demonstrates knowledge of, & capability to apply, theories and tools in the analysis of Macro-Environment (e.g., Political, Economic, Social, and Technological forces). Also identifies the threats and opportunities facing the organization. Be creative in naming each segment. Each segment's profile should be unique (different from each other). **(40)**	Meets basic criteria for this Outline Item. Fails to demonstrate knowledge of, or ability to use, theories & tools needed to analyze Macro-Environment. May not identify some threats and/or opportunities facing the organization. Lists and briefly discusses industry (ies) in which organization competes & its competitors. **(32)**	Meets some of the basic criteria for this Outline Item, but fails to demonstrate knowledge of theories needed to address most of the requirements. Fails to address industry (ies) in which organization competes and/or its competition. 0 to 1 point. **(28)**

give brief descriptions and categorize according to level of competition. Provide a detailed analysis for each of the primary competitors (all 4 P's) *Analysis of Macro-Environment*- demographic, economic, natural, technological, political and cultural			
Objectives Detail at least 3-5 specific marketing objectives you believe this company should strive to achieve over the next year, 3 years and 5 years. Provide specific justification for each objective (HINT: these objectives should connect with situation analysis).	Provides 3-5 objectives based on Product or market expansion through market penetration, market development, product development or diversification, downsizing or partner relationship management with proper reasoning and detail. Based on SMART- Specific, Measurable, Attainable, Relevant/Realistic, Timed Provides justification for your decisions. Supported with most current research from Business Week/WSJ/Scholarly journals. **(20)**	Provides 2-3 objectives based on Product or market expansion through market penetration, market development, product development or diversification, downsizing or partner relationship management with proper reasoning and detail. Objectives are SMART. Fair use of research to justify your decisions and supported with research. **(16)**	Fails to provide proper justification and detail for the marketing objectives. Fails to follow SMART criteria. Doesn't support with good and current research. Great deal of information is not clearly connected. **(14)**
Marketing Mix ***Products/Service Analysis Strategies***- Identify key products; describe how product meets customers' needs; value proposition; ***Pricing Strategies***- Overview the company and product/service costs that must be considered for "break-even" calculations; Estimate demand for your offering based on your pricing objective; Identify the pricing strategies that are most appropriate for the company; Detail the price change tactics to be used by the company/organization. ***Place/Distribution Strategies***- Describe the channels of distribution used by the company to distribute its	Demonstrates knowledge and capability to apply marketing concepts and tools in the analysis of the marketing mix to achieve competitive advantage based on cost competitive advantage, product differentiation strategies or niche strategies. Provides sufficient rationale for all the recommendations and strategies. Discussed unique strategies to change the marketing mix to position the product to the customers to achieve sustainable competitive advantage in the market. In-depth information is generated to address the topic. Clearly identify the basis for your suggestions and how you feel it would help the organization. Provides justification for your decisions. Supported with most current research from Business Week/WSJ/Scholarly journals.	Meets basic criteria for this Outline Item. Satisfactorily demonstrate knowledge of, or ability to use, concepts & tools needed to analyze marketing mix strategy.	Meets some of the basic criteria for this Outline Item, but fails to demonstrate knowledge of concepts needed to address most of the requirements. Great deal of information is not clearly connected. Failed to provide the quarterly sales forecasts for at least one year. The information is loosely presented; lacks clear transitions; Doesn't support with good and current research.

products based on the geographic area; If your business has a physical retail store location that serves as a touch point for customers, describe your physical location and how it fits with your overall marketing strategy (services, products, price, etc.) ***Promotion Strategies-*** Detail the promotional mix used to communicate with current and potential customers. Identify and explain the company's main advertising objectives. Evaluate the organization's strategies. What changes or suggestions would you propose for this company with regard to their marketing mix?	**(40)**	**(32)**	**(28)**
Information Sources Develop controls for the implementation; the sources of information; responsibility for the research; forecasting methodology; measuring and benchmarking the activities.	Demonstrates knowledge and capability to apply concepts and marketing strategies in the analysis of the marketing plan in terms of its mission, vision, core values, marketing objectives, operating guidelines, and core competencies. **(10)**	Meets basic criteria for this Outline Item. Fails to demonstrate knowledge of, and/or capability to apply, concepts & marketing strategies and/or fails to compare it with competitors and standards. **(8)**	Meets some of the basic criteria for this Outline Item, but fails to demonstrate knowledge of, or capability to apply, concepts & strategies needed to address most of the requirements. **(7)**
Budget/Controls **Revenue/Expenses** Starting capital; Budget/cash flow for purchases & vendor list; Break-even analysis; Projected income & profit; Overall financial concerns.	Forecast follows market size/potential in target market section; Realistic and with good, quantitative rationale. Actual price to distributors and consumers with good rationale; Costs and profits reasonable and well-justified. Develop quarterly sales forecasts for the next three years and provide supportive narrative that details how you arrived at your forecasts.(This narrative should be consistent with material in pricing section). Develop pro forma income statements for the next two years. Provide narrative detailing how you arrived at the figures; Well presented with graphs with tables. Justified Solutions with research. **(40)**	Meets the basic criteria for this Outline Item, but fails to demonstrate knowledge of, or capability to apply, theories needed to address some of the requirements. Develop quarterly sales forecasts for the next two years and provide supportive narrative that details how you arrived at your forecasts. (This narrative should be consistent with material in pricing sections); Develop pro forma income statements for the next one year. Provide narrative detailing how you arrived at the Figures; **(32)**	Meets some of the basic criteria for this Outline Item, but fails to demonstrate knowledge of theories needed to address most of the requirements. Failed to provide the quarterly sales forecasts for at least one year; The information is loosely presented; lacks clear transitions; Doesn't support with good and current research. **(28)**

Contingencies Internal risks; External risks; How risks will be avoided; Actions when risks occur	Analyzes current & previous position of the organization or product in the market; initiatives & standards & impact; Strategies and their alignment. **(10)**	Meets the basic criteria for this Outline Item, but fails to demonstrate knowledge of, or capability to apply strategies needed to address some of the requirements. **(8)**	Meets some basic criteria for this Outline Item. Fails to demonstrate knowledge needed to address most of the requirements. **(7)**
Implementation Establish milestones to be achieved; Resources to bring in new talent and/or outsource some of the responsibility for implementation;	Prepare a timeline with phases of marketing plan and people to achieve each milestone; Appropriate measures for plan objective and strategy achievement. **(10)**	Meets basic criteria. Fails to demonstrate knowledge of, or ability to apply, theories needed to address requirements. **(8)**	Fails to demonstrate knowledge of, & ability to apply, theories needed for most requirements. **(7)**
Conclusion	Addresses expected results & organization's potential for future success. **(10)**	Meets basic criteria for Outline Item. Fails to address some requirements. **(8)**	Fails to address most of the Item Requirements **(7)**
Overall professionalism & Peer Evaluations Integration of literature and rationale.	Professional appearance; Coherence and partnership in the group members. Followed APA. **(10)**	Meets basic criteria for Outline Item. Fails to address some requirements. **(8)**	Fails to address most of the Item Requirements. **(7)**