

**MKTG 5133 Marketing Management
Spring 2015
Spears School of Business
Oklahoma State University**

Instructor

Dr. Todd Arnold, Raymond A. Young Chair and Associate Professor of Marketing

Contact Information

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Office Hours: By appointment in the Desire2Learn (D2L) main chat room (labeled Discussions)

Course Site: D2L (Online Classroom): <http://oc.okstate.edu>

Questions: Please direct course-related questions to the D2L main chat room. If you asked a question in a traditional classroom, everyone would be able to hear both the question and answer. I will attempt to simulate this interaction by answering such questions in the chat room.

Technical questions about the online learning community can be posted here also but the Administrative contact (below) is the best place to direct those types of questions initially.

Administrative contact: Spears School of Business Distance Learning Office, 108

Gundersen, spearsdistance@okstate.edu or call 866.678.3933 or 405.744.4048. Twitter @SPEARSDISTANCE.

Overview of the Course – BEGIN BY WATCHING THE INTRODUCTION 1 VIDEO!!
After watching the video, please complete the Personal Inventory located at D2L

This class is designed to enhance your knowledge and understanding of the major issues, current trends, and best practices in strategic marketing planning at the business level. Customers in most industries, both business-to-business and business-to-consumer, have a dizzying array of options from which to choose. To become the customer's choice and prosper, a firm must understand and be able to apply the principles of marketing. Therefore, this course will encourage you to build upon the knowledge you gain and ask that you learn to apply such principles in developing sound strategic marketing decisions.

Course Prerequisites

No specific prerequisites are required.

Course Objectives

The course views marketing as a general management responsibility and an organizational orientation. Relatively less attention will be given to the specific activities of the marketing department, or functions within it, in implementing strategic decisions. My focus will be on the

business unit and its network of customer, channel, and partner relationships. The case study method will help us to achieve this focus. Specific objectives include:

Course Objective	Program Learning Goal
Becoming a market oriented organization and developing market-driven or, potentially, market-driving strategies	<ul style="list-style-type: none"> • Decision Analyses • Critical Thinking • Written Communication
Formulating segmentation, targeting, positioning, and branding strategies to achieve sustainable competitive advantage	<ul style="list-style-type: none"> • Decision Analyses • Critical Thinking • Written Communication
Managing relationships with valuable customers and understanding how to tangibilize customer value	<ul style="list-style-type: none"> • Decision Analyses • Critical Thinking • Written Communication
Managing partner relationships in the value-added-chain	<ul style="list-style-type: none"> • Decision Analyses • Critical Thinking • Written Communication
Aligning marketing strategy with new technology	<ul style="list-style-type: none"> • Decision Analyses • Critical Thinking • Written Communication
Ethical issues faced by marketing managers in relation to strategic decisions	<ul style="list-style-type: none"> • Decision Analyses • Critical Thinking • Written Communication • Ethical Decision Making

Texts and Supplementary Materials

Required Text

No textbook is required. Marketing Strategy, 5e by O.C. Ferrell & Michael Hartline is optional.

Readings

There are readings from Harvard Business Review, The Wall Street Journal, etc. available on the course site (i.e., D2L) and noted below. These materials are also available via the OSU Library databases. All course overheads and assignments will also be available through the course site.

Case Assignments

There are four (4) cases that will be available through Harvard Publishing (final case available at D2L). The course materials are available through the following link: <https://cb.hbsp.harvard.edu/cbmp/access/32243654>. Follow the instructions that are available upon following the link. There is an option for purchasing a printed coursepack; this is not a required purchase. After payment, you can access (and print) these course materials at any time. Although copyright is somewhat expensive, this is still cheaper than having you purchase all the material through OSU's own publishing center.

Grading Policy

The graded elements in this class break down as follows:

Case Write-Ups (best 3 of 4 @ 50 points)	150 pts.
Case Report	100 pts.
Mid-term Exam (open notes)	125 pts.
Final Exam (open notes)	<u>125 pts.</u>

Total Points 500 pts.

Letter grades will be assigned according to the standard scale.

450-500 pts. = A

400-449 pts. = B

350-399 pts. = C

300-349 pts. = D

Below 300 pts. = F

Description of Course Requirements

Case Write-Ups

You will prepare a 1-2 page (double-spaced, one-inch margins left, right, top and bottom, 12-point font) analysis for four (4) cases. The write-ups will require that you (1) state the key problem/opportunity (or problems/opportunities) that needs to be addressed by the company represented in the case, (2) state any new information required to bring the case up-to-date and current (this necessitates searching for information outside of that provided by the case to address what has happened to the company and/or industry since the time of the case), (3) offer substantiated recommendations to address the stated problem(s)/opportunity(ies). Your recommendations should effectively integrate both case and current information to offer viable options for the company. Responses can be provided in a bullet point fashion, if you wish, as long as there remains adequate depth to assess your analysis. Case write-ups will have a specific due date, as noted on the course calendar. If your write-up is not submitted to D2L by the specified time, you will receive a score of zero for the assignment. Only your three highest scores will be counted toward your grade, so if you are satisfied with your score for cases 1-3, there is no requirement to submit the fourth case analysis. Similarly, if you fail to submit one of the first three cases, case four can act as a substitute for the score of zero you will receive for the missing case.

It should be noted that, in some instances, substantial changes have occurred to the focal company of a case. Although it may seem that such changes have “solved” the core problem of a case, this is not a certainty. The path that a company chooses to follow is only one of many potential options. It is your job to either substantiate that the path chosen is, indeed, the best path, or to address why a different (or modified) path is a better option.

It also should be noted that in some instances the focal company of the case is fictitious. In such instance, the “up-to-date” information would logically relate to the industry, as a whole, and not the focal company. For example, the Springfield Nor-easters is a fictitious minor league baseball

team. Bringing this case up-to-date should involve researching current information related to the industry of minor league sport, investigating other minor league baseball teams, looking at the current entertainment options in Springfield, MA, etc.

Case Report

Like the case write-ups, you will prepare a maximum of 4 pages (double-spaced, one-inch margins left, right, top and bottom, 12-point font) analysis for a final case. Again, you will be required to (1) state the key problem/opportunity (or problems/opportunities) that needs to be addressed by the company represented in the case, (2) state any new information required to bring the case up-to-date and current (this necessitates searching for information outside of that provided by the case to address what has happened to the company and/or industry since the time of the case), (3) offer substantiated recommendations to address the stated problem(s)/opportunity(ies). Unlike the individual case write-ups, the report should be provided in full prose and paragraph fashion, without the option of utilizing bullet points throughout your analysis. As with the case write-ups, a specific due date will be given and must be adhered to, with failure to submit a report resulting in a score of zero.

Exams

Examinations will be available via D2L starting the first day of the semester. The exams will include multiple choice questions and questions in short answer/essay format. The exams will cover course readings and lectures. The exams will be online through D2L to be accessed and completed within a three hour window of time (students will not need to go to a testing center—the exams may be completed at home). You may choose the time before the mid-term and final deadlines in which you take the exam. Once you have accessed the exam, however, you will have only three hours to complete the questions, after which the exam will be automatically submitted. You will have access to all course materials in formulating responses for the exam questions, but given the time constraint, it would be wise to already possess a thorough understanding of the materials. Failure to complete and submit an exam by the end of the designated exam period will result in a score of zero for that specific exam.

Make-up Policy

Students are expected to take each exam and submit each assignment by the date given. If for any reason a student cannot meet the due dates for an exam or submit an assignment, he or she must notify the professor **prior to** the specified due date. The decision to extend a due-date rests solely with the professor. The timeline for a course is somewhat precise and every effort should be made to either complete assignments as scheduled or to complete them early. If you have planned events (e.g., weddings, vacations, etc.) that occur during the time of this course, it is your responsibility to ensure that assignments are completed **before** the due date. Extensions **will not** be granted for planned events.

University Policies

Drop Policy

University drop dates are listed at this website: <http://registrar.okstate.edu> under the “Academic Calendar” link. To drop this course, you must contact the CEPD Distance Learning office in 108 Gundersen or call 866.678.3933 or 405.744.4048.

Academic Integrity Policy

Oklahoma State University is committed to the maintenance of the highest standards of integrity and ethical conduct of its members. This level of ethical behavior and integrity will be maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration, plagiarism, multiple submissions, cheating on examinations, fabricating information, helping another person cheat, unauthorized advance access to examinations, altering or destroying the work of others, and fraudulently altering academic records) will result in your being sanctioned. Violations may subject you to disciplinary action including the following: receiving a failing grade on an assignment, examination or course, receiving a notation of a violation of academic integrity on your transcript (F!), and being suspended from the University. You have the right to appeal the charge. Contact the Office of Academic Affairs, 101 Whitehurst, 405.744.5627, <http://academicintegrity.okstate.edu>.

Accessibility Policy

Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should contact the instructor as soon as possible, so we can discuss accommodations necessary to ensure full participation and facilitate your educational opportunity. For more information about OSU Student Disability Services, please go to: <http://sds.okstate.edu>.

Schedule

Week of:	Topic	Assignment (Submit Bold Items to D2L Dropbox)
Jan 12	Introduction & Overview	Complete Personal Inventory
Jan 19	Strategy Lecture	Reading One
Jan 26	Reading One Discuss	
Feb 02	Market Assessment Lecture	
Feb 09	Markets B Lecture	Reading Two
Feb 16	Reading Two Discuss	Starbucks Case Due by Feb 23 @ 11:59 PM
Feb 23	Case One (Starbucks) Discussion /Segmentation Lecture	Reading Three
Mar 02	Product/Service Lecture /Reading Three Discuss	Red Lobster Case Due by March 09 @ 11:59 PM
Mar 09	Case Two (Red Lobster) Discuss	Exam One must be completed by March 16 @ 11:59 PM. Exam covers exam covers Intro, Strategy, Market Assess and Markets B, and Segmentation; also Readings One and Two (Reading Three will be on exam Two). Reading Four
Mar 16	New Product/Brand Lecture and Reading Four	
Mar 23	New Market Entry and Pricing Lecture	Reading Five
Mar 30	Reading Five Discussion	Springfield Case Due by Apr 06 @ 11:59 PM
Apr 06	Case Three (Springfield) Discussion/ Place (Channels) Lecture	Reading Six
Apr 13	Promotion Lecture /Reading Six	Metabical Due by Apr 20 @ 11:59 PM
Apr 20	Case Four (Metabical)	Exam Two due by Apr 27 @ 11:59 PM
Apr 27		Case Report (Oil and Gas Industry) Due by May 04 @ 11:59 PM
May 04	Course Complete	

Reading List

Reading One:

1. “Strategy and Society,” Harvard Business Review, December 2006, pp. 78-92.
2. “Unleashing the Power of Marketing,” Harvard Business Review, October 2010, pp. 90-98.
3. “How P&G Tripled Its Innovation Success Rate,” Harvard Business Review, June 2011, pp. 64-72.

Reading Two:

1. “Customer Value Propositions in Business Markets,” Harvard Business Review, March 2006, pp. 91-99.
2. “New Business Models in Emerging Markets,” Harvard Business Review, January/February 2011, pp. 88-95.
3. “Stop Trying to Delight Your Customers,” Harvard Business Review, July/August 2010, pp. 116-122.

Reading Three:

1. “Rethinking Marketing,” Harvard Business Review, January/February 2010, pp. 94-101.
2. “The Female Economy,” Harvard Business Review, September 2009, pp. 46-53.
3. “Mapping Your Competitive Position,” Harvard Business Review, November 2007, pp. 110-120.

Reading Four:

1. “If Brands are Built over Years, Why are they Managed over Quarters?” Harvard Business Review, July/August 2007, pp. 104-112.
2. “Branding in the Digital Age,” Harvard Business Review, December 2010, pp. 62-69.
3. “How Belgium’s ‘Peasant’ Beer Became ‘Premium’ in U.S.,” The Wall Street Journal, Eastern Edition, April 12, 2002.
4. “The Mastermind of Adrenaline Marketing”, Business Week, May 23, 2011, pp. 63-70.

Reading Five:

1. “Don’t Tweak Your Supply-Chain, Rethink it End to End,” Harvard Business Review, October 2010, pp. 62-69.
2. “Rack and Ruin: How Magazines Arrive on Shelves and Why Some Soon May Not,” The Wall Street Journal, Feb 26, 1998, eastern edition, by Knecht.
3. “Pricing and the Psychology of Consumption,” Harvard Business Review, September 2002.

Reading Six:

1. “Putting the Service-Profit Chain to Work,” Harvard Business Review, July/August 2008, pp. 118-129.
2. “How You Slice It: Smarter Segmentation for Your Sales Force,” Harvard Business Review, March 2004, pp. 105-111.
3. “The Implications of Third-Party Customer Complaining for Advertising Efforts,” Journal of Advertising, Summer 2010, **READ ONLY pp. 21-24 and 28-30**