



Marketing Management - MKT 9703
Spring 2008

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Office Hours:
Tuesday and Thursdays 4:00 to 5:30 PM
or by appointment.

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SYLLABUS

This is an introductory course which covers all of the areas of marketing to describe how marketing delivers value to consumers. We will examine many different topics and use a variety of approaches like lectures, a case study, a group project, articles, and class discussion.

The objectives of this course are to:

1. provide an introduction to the main concepts and terms in marketing
2. develop your skills for analyzing marketing situations and making recommendations
3. show how marketing is complementary to other disciplines so that the material is relevant to all majors
4. broaden your understanding of global and ethical issues
5. help you understand how different elements of marketing plans reinforce each other to enhance the effectiveness of strategies.

COURSE READINGS

1. Philip Kotler and Kevin Keller, *Marketing Management*, 12th Edition, Pearson, 2006
2. Case study will be handed out.
3. Supplemental articles. These will be assigned and distributed as the course progresses.
4. Class notes, articles and exam-related material can be found on Blackboard. You can sign in through the CUNY portal: <https://blackboard-doorway.cuny.edu/Doorway>

COURSE ELEMENTS

I. Class Participation

You are expected to attend class regularly and participate in everyday class discussion. You must be prepared to discuss the assigned chapter readings, articles and cases at all times. Feel free to use participation as a way of getting *any* questions answered or sharing an insight or comment. It's likely that if you're wondering about something, others in the class feel the same

way. Participation should be enjoyable and also help you to learn. At the same time you can also learn a lot from hearing others comments and responding to them. Class participation and attendance count for 10% of your grade, so take them seriously!

II. Readings

The text and article readings are important and should be read before class. The text will provide you with much more detailed information than you will get from the lectures. This will make everything easier to understand and will help you prepare for the classes and examinations.

III. Case Study

There will be one written case study in this course. A case study allows you to analyze an actual problem in marketing and make recommendations, as you would in real life. This is an individual assignment. The page limit is 6 pages. A detailed outline of the case format and the case will be distributed as the course progresses. The due date for the case is noted on the class schedule. *It's a great idea to ask the Writing Center to review a draft of the case before you submit it*

Note: over-length and late cases will be penalized. The penalty for late cases is a 10% deduction for each day late.

IV. Group Project

Please form groups of 5 students and let me know who is in your group. The group project, due on the last day of class, will be a global industry analysis. As this is a marketing class, you will be discussing things like product innovation, features, pricing, distribution, consumer behavior and competition. Note that this is a global analysis; it's much harder to do than discussing just the U.S. market so the emphasis will be on your ability to summarize the industry's features on a worldwide basis. A detailed outline for the project will be distributed in class. As a group you will present your findings to the class (about a 15 minute presentation) and also prepare a written report (maximum 20 pages). Grades will be based on both the presentation and written report.

IV. Examinations

There will be a midterm and a final exam. All exams consist of multiple choice and written questions. Questions will be based on **both** lectures and the readings, including the supplemental articles. The dates of the midterm and final are shown in the class schedule.

V. Optional Class Presentation

You may do an optional class presentation on any topic relating to marketing. Topics could be current events, a project of interest to yourself, etc. This can only be done individually. Presentations should be no more than 5 minutes and we can only accommodate one presentation per class. Therefore, the closer we get to the end of the semester, the more likely it is that we will run out of dates on which to present. If you want to do this, you should decide **early** in the

semester and schedule it immediately. The presentation is graded almost entirely on your presentation skills, so it must be well prepared and rehearsed. This is extra credit, so up to 5 points will be added to your course grade.

VI. Personal and Contact Information

Please send (by email) the following information within the first few days of class:

1. given name or name by which you wish to be called.
2. nationality and languages besides English
3. brief description of your work experience
4. a recent photograph of yourself. (It's OK to scan or copy the picture from your i.d. card.)

GRADING WEIGHTS

	<i>Total per element</i>
Case	20%
Group project	20%
Midterm	20%
Final	30%
Class Participation and attendance	10%

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NOTE: ALL COURSE WORK MUST BE ORIGINAL AND WRITTEN IN YOUR OWN WORDS. YOU MAY QUOTE OTHER AUTHORS WHEN NECESSARY BUT THEY MUST BE APPROPRIATELY REFERENCED. ANY CASE OF CHEATING OR PLAGIARISM WILL RECEIVE A GRADE OF 0 (OR F) AND BE REFERRED TO THE COLLEGE FOR DISCIPLINARY ACTION.

Additional information and definitions can be found at
http://www.baruch.cuny.edu/academic/academic_honesty.html

You must submit the case and the group paper by email. I will upload these files to a database called Turnitin. This database checks for plagiarism from the Internet and other student papers. If you do not wish to have your paper submitted to this database or have any questions about this, please let me know.

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OTHER COMMENTS

Please feel free to make appointments to see me at other times. I am happy to help with any course-related problems, discuss strategy and business issues, or provide career-related advice. I would also appreciate any suggestions you may have regarding course content or approach.

CLASS SCHEDULE

Chapters listed are from Kotler and Keller. Many chapters will also have supplemental readings (newspaper and magazine articles). You should read the assigned chapters and handouts before the relevant class. We will not hold to this schedule exactly so you will be informed of any changes as the class proceeds.

DATE	READINGS AND ASSIGNMENTS	CHAPTERS
1. Jan. 29	Introduction	1
2. Feb. 1	Strategies and plans	2
3. Feb. 5	Gathering information, marketing research	3, 4
4. Feb. 7	Customer satisfaction, value and loyalty	5
5. Feb. 12	No class – Lincoln’s Birthday	
6. Feb. 14	How to do a case analysis First case will be announced	
7. Feb. 19	Basic quantitative analysis for case studies	
8. Feb. 21	Consumer markets, business markets	6, 7
9. Feb. 26	Market segments and targeting Group decides which industry to study	8
10. Feb. 28	Brand equity and positioning	9, 10
11. Mar. 4	Competition	11
12. Mar. 6	Market offerings	12
13. Mar. 11	Designing and managing services	13
14. Mar. 13	Pricing Case due	14
15. Mar. 18	Catch up and review for midterm	
16. Mar. 20	Midterm	
17. Mar. 25	Discuss case and midterm	

DATE	READINGS AND ASSIGNMENTS	CHAPTERS
18. Mar. 27	Channels and retailing	15, 16
19. April 1	Integrated marketing communications	17
20. April 3	Advertising, sales promotion and public relations	18
21. April 8	Direct marketing and personal selling	19
22. April 10	New market offerings	20
23. April 15	Global markets	21
24. April 17	Holistic marketing organizations	22
Spring Break – April 19 – 27		
25. April 29	Group project presentations; groups 1 - 4	
26. May 1	Group project presentations; groups 5 - 8	
27. May 6	Group project presentations; groups 9 - 12	
28. May 13	Class wrap-up and review	
FINAL EXAM: Thursday, May 22, 6 to 8 PM		