MARKETING PLANNING & ANALYSIS

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**I.                               Specifics**

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| **Instructor** | Angeline Grace Close,  Assistant Professor, Business Administration | **Website** | [http://radar.ngcsu.edu/~agclose/mktg4780.htm](http://radar.ngcsu.edu/%7Eagclose/mktg4780.htm) |
| **Class Time/**  **Location** | T,R 2-3:15 (Section A)  Newton Oakes 011 &  Reserved Computer Labs: NOC 3:15-5 (T,R)  NHS 2-3:15 (T,R) for group project days | **Offices** | NGCSU (N): 116 Newton Oakes (T, R)       (706) 864-1616  Athens (A): 124 Brooks Hall (M,W,F)       (706) 542-3764  Gainesville (G): 158 Dunlap Mathis       (770) 718-3875 (T after 5) |
| **Session** | Spring 2006 | **Office Hours** | T: 1-2 (N) & by appointment |

**II. Description and Goals**

Marketing management is about managing the four Ps for a company or organization.  We will reintroduce product, place, pricing, and promotional decisions facing a firm. The key to making sound marketing decisions involves careful analysis of the situation, intelligent use of research, and marketing principles. We will put what we have learned into the real-world.

**Course Objectives are:**

        to investigate case studies which include strategic decisions on products, promotions, distribution, and pricing

        to understand the complexities of decisions in marketing management

        to understand frameworks for analyzing markets, customers, and competitors

        to demonstrate how information technology and global economy relate to marketing management

         to integrate concepts with an original marketing plan

To achieve these objectives, we will employ discussion, cases, and a real-world project with a client.

**Prerequisites:**  MKTG 3700, MKTG 3720, MKTG 3730

**Course Materials:** Text:  Winer, Russell S.; **Marketing Management,** 2nd edition, ISBN # 0-13-140547-0

Case Book (optional) Ferrell and Hartline, Marketing Strategy, 3rd Edition

**Course Website**:  [http://radar.ngcsu.edu/~agclose/mktg4780.htm](http://radar.ngcsu.edu/%7Eagclose/mktg4780.htm)

The site has: 1) This syllabus with schedule, 2) Lecture slides, and 3) any additional class information. Please check the site weekly.

**III.                          Schedule**

|  |  |  |  |
| --- | --- | --- | --- |
| **WEEK** | **DATE** | **TOPIC** | **READING** |
| 1 | R Jan 5 | What is Marketing Management? What is a Marketing Plan? Formulating a strategy; Corporate Marketing Strategy | Ch 1 |
| 2 | T Jan 10    R Jan 12 | Strategy & Marketing Plan Overview  Marketing and Market Research: Quantitative and  Qualitative Research Methods; Examples of Marketing Research: selected companies | Ch 2    Ch 3 |
| 3 | T Jan 17     R Jan 19 | Focus on the Customer  Classtime: Marketing Plan | Ch 4 |
| 4 | T Jan 24      R Jan 26 | Organizational Buying Behavior      **Case 1: Napster\***  [www.napster.com](file:///C:\Documents%20and%20Settings\agclose\My%20Documents\Teaching\TeachingMarkMgt\www.napster.com)  (\* includes examples for marketing plan) | Ch 5        Case |
| 5 | T Jan 31  R Feb 2 | **QUIZ 1 (Ch. 1-5)**    Classtime: Marketing Plan | **QUIZ 1** |
| 6 | T Feb 7    R Feb 9 | Competitive Strategies and Market Structure Analysis      **Case 2: Saturn\* (owned by GM)**  [www.saturn.com](file:///C:\Documents%20and%20Settings\agclose\My%20Documents\Teaching\TeachingMarkMgt\www.saturn.com)  (\* includes examples for marketing plan) | Ch 6 |
| 7 | T Feb 14      R Feb 16 | Product: Branding, Positioning, Line Decisions  Classtime: Marketing Plan | Ch 7 |
| 8 | T Feb 21    R Feb 23 | New Product Development      **Case 3: USA Today**  [www.usatoday.com](file:///C:\Documents%20and%20Settings\agclose\My%20Documents\Teaching\TeachingMarkMgt\www.usatoday.com) | Ch 8 |
| 9 | T Feb 28    R Mar 2 | Advertising & IMC Management  Classtime: Marketing Plan | Ch 9 |
| 10 | T Mar 7        R Mar 9 | Market Plan Updates Due From Each Group Member  Channels of Distribution: Dynamics, Functions, Factors      **Quiz 2 (Ch. 6-10)** | Ch 10      **Quiz 2** |
| 11 | T Mar 14    R Mar 16 | Happy Spring Break!      Get Serious on Those Marketing Plans! Midpoint Review due Next Week! | **No Class-Spring Break** |
| 12 | T Mar 21          R Mar 23 | Direct Marketing  Midpoint Marketing Plan Due in Class  **Case 4: Bass Pro Shops and Outdoor World**    [www.basspro.com](file:///C:\Documents%20and%20Settings\agclose\My%20Documents\Teaching\TeachingMarkMgt\www.basspro.com) | Ch 11 |
| 13 | T Mar 28      R Mar 30 | Pricing    Classtime: Marketing Plan | Ch 12 |
| 14 | T Apr 4    R Apr 6 | Sales Promotion    **Case 5: Yum Brands: the Global Fast Food Industry**  [www.yum.com](file:///C:\Documents%20and%20Settings\agclose\My%20Documents\Teaching\TeachingMarkMgt\www.yum.com) | Ch 13 |
| 15 | T Apr 11      R Apr 13 | Service Marketing   Marketing Plan Update Due From Each Group Member    Classtime: Marketing Plan | Ch 15 |
| 16 | T Apr 18    R Apr 20 | Classtime: Marketing Plan      Classtime: Marketing Plan |  |
| 17 | T Apr 25 | **Marketing Plans Due in BADM office by Noon**  **Make 2 Binded Copies (One for the client; one for the professor)** |  |

**IV. Format, Policies & Evaluation**

**Discussions:**

The lecture notes are posted at, http://radar.ngcsu.edu/~agclose/mktg4780.htm. It will help to print out the notes (3 slides per page) of each chapter before class, and take notes on the print out in order to be prepared for discussion. Please contribute with insightful questions or comments, with regard to how to integrate the topic at hand into your marketing plan. You are encouraged to participate in class discussion and insightful participation is essential during our case discussions.

**Policies:**

* NO EMAIL ASSIGNMENTS ARE ACCEPTED
* Please see me with individual matters during office hours, in lieu of in the classroom or via email.
* This syllabus may be updated or modified accordingly.
* NGCSU is committed to equal access to its programs, services, and activities for people with disabilities.  Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs and the Office of Student Disability Resources at 706-867-2782, in 221 Barnes Hall, to coordinate reasonable accommodations for students with documented disabilities.
* If either NGCSU or Gainesville College is closed (see websites), no class.

**Class:**

1. We will begin and end on time.
2. Please turn off cell phones.
3. Act Professional.
4. Honor code at all times; see NGCSU’s website for any ?’s on the honor code. I am authorized to use a plagiarism scanning program.
5. Please utilize office hours for concerns. Email is not the best way to communicate quickly, as I am better able to talk to you in person. I am more than happy to take time and help during office hours or by appt.

**Attendance & Participation:**

This class is for you to discuss marketing management issues-please speak up! Comments should reflect the reading. Meaningful participation will be considered with borderline final grades. Hence, attendance and insightful participation in discussion is required. I will check attendance. In the event an assignment is missed due to absence, it cannot be made up, unless arrangements are made prior to the absence.

No make-up exams will be given for exams missed without prior approval of the instructor.  Materials (cases, papers, presentations) will not be accepted late. You should read assigned material and come to class prepared to discuss the subjects to be covered.  Class attendance is an important factor in learning and an indicator of course grades.

Please note NGCSU’s Attendance policy: if you miss more than 14% of classes, you will be dropped with either a W (before midpoint &passing) or a WF (not passing &/or after midpoint). Unless receiving notice from Academic Affairs reflecting an extenuating circumstance, this policy remains in addition to the course policy stated above.  Please see the Undergraduate Bulletin for NGCSU's class attendance policy.

**Evaluation:**

* Case (5) participation is worth 50 points total.
* Quizzes (2) are worth 100 points each, 200 points total.
* The team marketing plan is worth 200 points.

**Total points for the course = 450.**

**Grading Scale (Out of 450 Points):**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Grade:** | **A** | **B** | **C** | **D** | **F** |
| **Points:** | 405+ | 360-404 | 324-359 | 271-323 | 270- |

A = 90-100% ; B = 80-89% ; C = 70-79% ; D = 60-69% ; F=< 60%

**CASES/CASE PARTICIPATION QUIZZES: 5 @ 10 points each**

The case method is a method that challenges us by bringing issues as close as possible to the business situations of the real world. Case studies will have us thinking from the marketing manager’s viewpoint. I will guide discussions on different cases; you will do the discussions/debates.  Be prepared to discuss/debate these cases in class. Your grades for the cases will also incorporate your in-class discussion and participation about the cases.  Specific cases will be assigned and handed out in class.  READ EACH CASE BEFORE CLASS. YOU ARE EXPECTED TO BE VERY FAMILIAR WITH THE CASE BEFORE THE SESSION. Bring notes on the case and key points for discussion (e.g., what you find interesting, your opinions based on case information, answers to any questions at the end of the case) to class to help you in the case session. In class, facilitate discussion about the case, present your view, and justify your view.  An absence, nonparticipation, or coming to class unprepared on a case session= 0 points earned.

**QUIZZES: (2) @ 100 points each**

1. The quizzes are multiple choice and some T/F. Case questions are essay-based.
2. The quizzes cover assigned readings and in class material and may also cover key concepts from the case studies.
3. It is crucial to be in class and to read to do well on the quizzes. If you miss class, you are responsible for exam material assigned/discussed.
4. Quizzes cannot be taken after the sanctioned date. Please see me about any problems. If a test is missed, a 0 grade is earned.
5. Students are not permitted to enter once the quiz begins, nor be excused.

**MARKETING PLAN: 200 points**

You, in a group of 4, will each complete an original marketing plan for a local company of your choice.  The marketing plan lays out actions that a company needs to implement the marketing program.  It is the means of communication to top executives and to managers. Specifically, it presents the organization’s: current present and future situations, expected outcomes, specific actions that to occur and responsibility parties, identifies needed resources, and monitoring of each action and its results.

Each group will contact a local business and conduct a marketing plan for them.  A representative from that organization or company must agree to cooperate and be in touch with the group account executive thru the semester. They must be willing to meet with the entire group at a time you arrange in early January. The organization may provide you with any materials and information they are willing to share; however, this must be disclosed to me that it is secondary data.  I will give you generous class time and lab space to arrange group meetings, visits with the client, and to complete writing your marketing plan; however, you should begin selecting a local business or organization during the first weeks of class.  This is a semester-long project.

I expect you to incorporate the elements of a marketing plan, which I will go over and can be found in chapter 15. Some concepts you will include are the content of our class discussion and quizzes (i.e., Strategic Marketing Framework, Marketing Research, Consumer Behavior and Analysis, Organizational Buying Behavior, Market Structure and Competitive Analysis, Product Decisions, New Product Development, Communications and Advertising Strategy, Channels of Distribution, Personal Selling, Pricing, Sales Promotion, Service).  This is a way to apply all that you have learned and give you experience writing a marketing management plan and working in a team environment like many marketing careers entail.

The grade is assigned to each team; as in the real world, the team wins the account or is not successful.  Thus, work together on decisions. You are responsible for what is turned in; your name is on the project.  Also, as in the real world, people get fired for not showing up, not contributing, or contributing junk. Keep me informed of non-contributors.  Each member will turn in updates to me at specified times to inform me specifically of what they have contributed to this point.  I expect a thorough plan, which incorporates each element, and the managerial-type thinking that you have had practice with your cases.  These will also be turned into the client, so be serious and treat this group project in a professional manner.

**VI. Readings, Close**

                                    Chapt.1      Introduction to Marketing Management

                                     Chapt.2     A Strategic Marketing Framework

                                    Chapt.3     Marketing Research

                                    Chapt.4     Consumer Behavior and Analysis

                                    Chapt.5     Organizational Buying Behavior

                                    Chapt.6     Market Structure and Competitive Analysis

                                    Chapt.7     Product Decisions

                                    Chapt.8     New Product Development

Chapt.9     Communications and Advertising Strategy

Chapt.10   Channels of Distribution

                                     Chapt.11    Personal Selling

                                    Chapt.12    Pricing

                                    Chapt.13    Sales Promotion

                                    Chapt.14   Customer Relationship Management

                                    Chapt.15   Strategies for Service Markets

      Topic Strategies for Technology-Based Markets

      Topic Global Marketing Strategies

                                                      Develop the Marketing Plan

*\*To be successful in this class, please come prepared (e.g., read the chapters assigned above, have outline from power point printed, ready to participate) to each class session. By reading, attending class, and thinking strategically on the cases, you will gain knowledge of marketing management. Good luck! This will be a fun and stimulating course!*