UNIVERSITY OF DELAWARE

College of Business & Economics

Syllabus
Marketing Management, BUAD880-050
Newark Campus, Tuesday, 6:00 PM – 8:45 PM
Spring 2017 (17S)

Professor Ajay K. Manrai
Office Hours (in the classroom): Class Day, 5:30 PM – 6:00 PM
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Teaching Assistant (TA): Jesse Xiong,
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REQUIRED MATERIALS

1. **Textbook:** Principles of Marketing by Philip Kotler and Gary Armstrong, K&A, 16th edition, Prentice Hall, 2016. You may purchase e-text access by going to [www.coursesmart.com](http://www.coursesmart.com) and purchasing ISBN #9780133795028. You could also buy it at amazon.com or other online sources including UD bookstore. It is one of the better written textbook but it is more like a reference book.

2. **Cases for class discussions:** We will use the following five cases. A web link for the free digital copies of the same are available on the course website at Sakai.
   - Case 1: Break-even & Contribution Analysis + Problem Set…for class discussion
   - Case 2: Penrod Company…for class discussion
   - Case 3: NOVA Electronics, Inc. …for class discussion
   - Case 4: Reliance, Inc. …for Team Case Presentation, TCP
   - Case 5: Sea E’ Scape, LLC …for Team Case Presentation, TCP
   - Case 6: Altius Golf, buy at [http://cb.hbsp.harvard.edu/cbmp/access/56318343](http://cb.hbsp.harvard.edu/cbmp/access/56318343)… for TCP

STUDENT EVALUATION

Each student will be evaluated on the following basis:

1. Class Participation, Attendance, & Marketing in Action Assignment 20%
2. Exam-1 & Exam-2 (Multiple-choice, Individual, closed book) 25% each
3. Mini Team Project (Role of Technology in Marketing) 10%
4. Team Case: PPT Presentation of an assigned marketing case 20%

The students will be awarded letter grades on a curve using the following scale.

**Minimum percentage for a grade:**
- A: 95
- A-: 90
- B+: 85
- B: 80
- B-: 75
- C+: 70
- C: 65
- C-: 60

Please review further details on the assignments and Exams at the end of the syllabus on pages 6 & 7.

NATURE OF THE CLASS

The course has a strong **analytical, applied and managerial orientation** and in order to get the maximum out of this course you must review the assigned text and cases before coming to the class and actively participate in class discussions. Rather than merely rehashing concepts developed in the text, class sessions will be devoted to probing, extending and applying the text material.

We will be covering the core concepts and some introductory applications of the same in the first six weeks of the semester. You are required to review the concepts and the applications, examples, and illustrations of the concepts in the textbook in chapters noted in various class sessions. We will further explore some advanced applications of the concepts during the rest of the semester after Exam-1. Although the textbook covers a lot more concepts and ideas, you will be tested only on the concepts presented and discussed in the class. Thus, you are not responsible for everything discussed in the textbook but only the concepts covered during the lectures.

Several classes will be taught using the **CASE METHOD**. A note on the case method of learning is available on the course website. This note is for those who are unfamiliar with the use of the case method, and for those who could use a little guidance in getting re-acquainted with it.
Session 1: Tuesday, 2/7:

**CORE CONCEPTS -1**

**TOPIC:** Introduction to Marketing

**ASSIGNMENT:** Review the concepts covered in the class in K&A Chapters # 1-3
   + Signup for Marketing in Action, MIA, Assignment presentations
   + Signup for Team Mini Project: Role of Technology in Marketing at a “real life” Company

End of Session 1

Session 2: Tuesday, 2/14:

**CORE CONCEPTS -2**

**TOPIC:** Market Segmentation, Targeting, & Positioning, Buyer Behavior, and Market Research

**ASSIGNMENT:** Review the concepts covered in the class in K&A Chapters # 4-7
   + Marketing in Action, MIA Assignment-1 presentations due by 10 AM at Sakai

End of Session 2

Session 3: Tuesday, 2/21:

**CORE CONCEPTS -3**

**TOPIC:** Competitive Analysis and Designing Marketing Strategy: PRODUCT

**ASSIGNMENT:** Review the concepts covered in the class in K&A Chapters # 8, 9, & 18
   + Marketing in Action, MIA Assignment-2 presentations due by 10 AM at Sakai

End of Session 3

Session 4: Tuesday, 2/28:

**TOPIC:** Designing Marketing Strategy: PRICE

**ASSIGNMENT:** Review the concepts covered in K&A Chapters # 10 & 11
   + Marketing in Action, MIA Assignment-3 presentations due by 10 AM at Sakai

End of Session 4

Session 5: Tuesday, 3/7:

**TOPIC:** Designing Marketing Strategy: PLACE

**ASSIGNMENT:** Review the concepts covered in K&A Chapters # 12, 13, & Appendix-2 (pp. 641-645)
   + Case 1: Break-even, Contribution & Margin Analysis and Problem Set…for class discussion
     (Free Access: A digital copy of the case is available on the course website in Sakai)
   + Marketing in Action, MIA Assignment-4 presentations due by 10 AM at Sakai

End of Session 5

Session 6, Tuesday, 3/14:

**TOPIC:** Designing Marketing Strategy: PROMOTION

**ASSIGNMENT:** Review the concepts covered in the class in K&A Chapters # 14-16
   + Marketing in Action, MIA Assignment-5 presentations due by 10 AM at Sakai
   + Review for Exam-1

End of Sessions 6
EXAM-1

Exam-1 on marketing core concepts and their applications: K&A Chapters 1-7
Format: 50 Multiple-choice questions, 100 minutes, in class, closed book & notes, individual exam
Bring a calculator.

End of Sessions 7

SPRING BREAK: Sat, 3/25 to Sun, 4/2: NO CLASSES

MANAGERAL APPLICATION-1

ASSIGNMENT: Case 2: Penrod Company...Prepare for class discussion
   + Case 3: Nova Electronics, Inc....Prepare for class discussion
   (Free Access: The digital copies of the cases are available on the course website in Sakai

End of Session 8

MANAGERAL APPLICATION-2

ASSIGNMENT: Team Mini Project Presentations (15-18 minutes for a presentation)

End of Session 10

MANAGERAL APPLICATION-3

ASSIGNMENT: Team Case Presentations on Case 4: Reliance, Inc. (22-25 minutes)
   Team Case Reports PPT files due by 10 AM

End of Session 11

MANAGERAL APPLICATION-4

ASSIGNMENT: Team Case Presentations on Case 5: Sea E’Scape, LLC (22-25 minutes)
   Team Case Report PPT files are due by 10 AM

End of Session 12

MANAGERAL APPLICATION-5

ASSIGNMENT: Team Case Presentations on Case 6: Altius Golf (22-25 minutes)
   Team Case Report PPT files are due by 10 AM
   + Exam-2 Review

End of Session 13

EXAM-2

Format: 50 Multiple-choice questions, 100 minutes, in class, closed book & notes, individual exam
Bring a calculator.

End of Session 14

MIA Term Paper due as a single Word file at Sakai by 10 AM, Thursday, 5/18/2017
CLASS ACTIVITIES

Class activities are worth 20% of your grade. There are three parts, namely,

(i) **Attendance, 3 points.** There are 12 class sessions excluding two sessions for exams. The attendance in each of the 12 class session is worth a quarter of a point.

(ii) **Marketing in Action, MIA, assignments, 2+10 points.** You are required to do five MIA assignments based on five different core concepts, one each from the Lectures # 2 - 6. Nature of the MIA entry: About 200 words. Two steps, (a) Identify and briefly discuss a core concept from the lecture scheduled for a class session, and then (b) Provide a marketing application of the concept. The application may be from the academic literature or professional literature or your personal or professional experience. The academic literature includes Kotler and Armstrong textbook or marketing journals, such as the *Harvard Business Review*. The professional literature includes *BusinessWeek*, the *Wall Street Journal*, and *Forbes*, etc. or the Internet. Please provide complete reference including web links to the published sources that you used in support of your application so that a reader could review the published materials if needed. **An example of an MIA entry on “Red Bull” is posted on the course website. Please use exactly the same format as shown in the Red Bull example.**

**MIA Assignment Presentation, 2 points:** Although I encourage you to work on the MIA assignments throughout the semester, you are required to make a short 5-6 minute presentation for only one of the five MIA Assignments in class. Please pick a date and time in the signup sheet for your presentation. If you do not make your selection in the 1st class session then you will be assigned one. The presentation will give you an opportunity to obtain feedback from the class. Please prepare a short 5 or 6-slide deck PowerPoint presentation and post your PPT file at the Forums tab in Sakai by 10 AM on the day of your presentation. Please bring a laptop to the class to deliver your presentation. Please test your laptop for compatibility with the projector before class. Mac book requires an adapter to connect to the projector. You may borrow such an adapter from the Morris Library free of cost. **An example of MIA Presentation is posted on the course website.**

**MIA Term Paper, 10 points:** At the end of the semester, please submit a 5-page paper containing all five MIA assignments (one MIA entry per page). Based on the class feedback or for other reasons, you may want to revise the entry that you presented in class. Please clearly identify the concept and its application for each assignment using headings and sub-headings. Please submit your paper as a single word file at Forum in Sakai by 10 AM, Thursday, 5/18/2017 in the exam week. **Your MIA entries will be evaluated using following criteria:**

**Discussion of the Concept (0.5 point):** Concise (brief and to the point), & Precise (accurate and not vague)

**Discussion of Application (1.5 points):** Sharp & Vivid (specific, clear and fitting), & Complete (references)

(iii) **Contributions to class discussions, 5 points.** Contributions to the class discussion could take several forms. You may answer questions asked by the professor, as well as volunteer to share information from your own experience, participate in a discussion, etc. Class participation is encouraged throughout the semester but special note will be taken during the case discussions. Although both the **QUALITY and QUANTITY** of participation matters, I emphasize quality of participation a lot more than quantity. It is entirely possible that you can participate a lot and receive a low grade for class participation. Finally, your overall class spirit including your attitude toward & involvement in class as well as class discipline (see also p. 7) will be taken
into consideration in determining your class participation grade. Please sign your name and briefly describe in a few words the nature of your contribution to class discussion (such as, gave example based on personal or work experience, comment on a topic, a question etc.) on a CP tracking sheet for a class session when you contribute.

The necessary condition to do well in this course is by coming to class, taking notes, synthesizing and applying the notes to the marketing case situations. And the sufficient condition entails your effort and motivation to learn from active participation in class discussions. In evaluating class participation, I use several criteria such as:

- Is the comment accurate reflecting case facts?
- Is the comment clear and concise, or obscure and rambling?
- Is the comment timely and linked to the comments of others?
- Does the comment maintain a constructive and comfortable classroom atmosphere?
- Does the comment add to our understanding of the problem situation or is it frivolous?

TWO EXAMS

Both exams are in-class and closed book. Each Exam is worth 25%. Time allowed: 100 minutes. Exams will not be rescheduled. A failure to take an exam will result in no credit. Use blue/black ink. No pencils. You will need a calculator for Exam-2. Format: 50 Multiple-choice questions on the core concepts and their applications. Exam-1 on 3/21 (Chapters 1-7) & Exam-2 on 5/9 (Chapters 8-16, 18 & Appendix-2: pp.641-645 + Cases).

TEAM MINI PROJECT: Role of Technology in Designing & Implementing a Successful Marketing Strategy

It is worth 10% of your grade. Please form teams on the first day of the class. I may add or move students from one team to the other to have balanced teams depending on the class size after the drop/add period. Please work with the same team on both the Mini Project and Case Reports (see next topic). For the Mini Project, your team is required to provide the name of a “real life” company by 2/28. Some examples: Ford, Hubspot, Sephora, and Starbucks etc. You are required to prepare a PPT presentation on the Role of Technology in designing and implementing a successful Marketing Strategy by the company you selected. The term “technology” is used broadly to include Online/Internet, Social Media, and Mobile applications in designing and implementing marketing strategy of a company. A review of the Textbook Chapter 17 will be helpful. Your presentation will be evaluated on the following criteria:

i) Background information on the company (1 point)

ii) Discussion on use of technology in designing and executing marketing strategy (3 points)

iii) A discussion of the metrics to establish success of the technology based marketing (3 points)

iv) Key lessons learned from the project (1 point)

Your team will make a (15-18) minutes presentation (worth 2 points) on 4/11. All team members must participate in delivering the presentation. Please submit your digital slide-deck PPT file by 10 AM on the day of presentation.
TEAM CASE PRESENTATION:

It is worth 20% of your grade. Each team is required to prepare a case presentation PPT report. Please use the same teams as for the Team Mini Project. Each team will submit a PowerPoint report on one of the following three cases as per the signup sheet. Also, review two notes posted on the course website about this assignment.

Please develop a holistic presentation of the assigned case using the format “Problem – Recommendation – Analysis” that was discussed at the beginning of the semester. Your presentation will be evaluated on the following criteria:

i). 2Cs + SWOT: Consumer Analysis, Competition Analysis, & SWOT Analysis – Main Issues (8 points)

ii). Evaluation (Pros/Cons) and Discussion of Marketing Strategy - 4Ps (10 points)

iii). Delivery of presentation (2 points)

Teams will submit their PPT files by 10 AM on the day of their presentation and deliver an oral presentation during class for 22-25 minutes each. All members of a team must participate in delivering the oral presentation.

Confidential Peer Evaluation Forms for Team Work: You will have an opportunity to provide the professor with feedback on your team’s operation for the team assignments. A completed Confidential Peer Evaluation form is required to be submitted by each team member for each assignment as an email attachment by 10 AM on the day a team report is due. I have provided a copy of this form at the end of the syllabus. I will assign individual grades taking this feedback into consideration.

ATTENDANCE & DISCIPLINE:

Regular class attendance is absolutely essential for doing well in this class. Apart from the 3 points directly allocated to attendance, regular attendance will also help you in class participation and your performance in exams. In case you have conflicts on certain dates, i.e., University sports team schedules, etc. and/or had to miss a class due to medical and or personal reasons, please inform the instructor as much in advance as possible. Depending upon the reason for missing the class, your absence will be either excused or partial credit may be given based on the written note or necessary documentation provided by you. Please try your best to make it to each and every class. Also, please make sure that the dates you sign up for the individual mini project and group comprehensive project have no conflicts. This would ensure smooth running of the course.

Last, but not the least, is the issue of CLASS DISCIPLINE. Besides coming late or leaving early, any other activity which disturbs and distracts other students in the class (examples: talking, texting, frequently walking in and out of the class, using laptop for activities not related to classwork etc.) would be viewed negatively.

BEST WISHES!
Confidential Peer Evaluation Form for
All Team Assignments (Case Reports and Mini Project)
Submit as an e-mail attachment by 10 AM on the day your report is due

Each team member is **required** to complete a separate form for each team assignment. Please complete this form based on your overall evaluation of the contribution made by your team members. I will keep this information confidential. Please divide 100 points among your team members **excluding yourself**. Please assign some number of points (0-100 & no negative points) to each member of your team based on the overall evaluation of her/his contribution. Please take into consideration the (i) **quality**, (ii) **effort**, (iii) **timeliness of contributions in preparation for case analysis and presentation**, as well as (iv) participation during team discussions. I will use this information to determine individual grades.

Your Team #: ___________, Your Name: _________________________________________________

Cases/Company: ________________________________________________________________

The allocation of points given below represents **OVERALL CONTRIBUTION** made by various members of my team **EXCLUDING MYSELF**:

<table>
<thead>
<tr>
<th>Names of the team members (excluding yourself)</th>
<th>Number of Points</th>
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<td>3. __________________________</td>
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**Total must add to 100 Points**

Comments are required, particularly if the distribution of points is not uniform:

**Comments:**

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