

MKT 4820-080 Marketing Management

**Department of Marketing & Management Sciences
Cotsakos College of Business
William Paterson University**

**Winter 2022
Online Asynchronous**

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Office: Blackboard (Bb) Collaborate, virtual classroom.

HOW TO CONTACT ME:

- The best way to contact me for questions or concerns is **by e-mail:** florenthalb@wpunj.edu. The school e-mail is forwarded to my cell phone so that I can access it frequently.
- If needed, we can have a synchronous meeting via **Zoom**.

COURSE DESCRIPTION: This course teaches to identify marketing opportunities of businesses, formulate competitive strategies, and design/evaluate marketing plans and programs.

COURSE OBJECTIVES:

- Understand the role of marketing in a customer-centric organization and its interrelationships with other functional areas
- Use the strategic planning process to develop and/or evaluate marketing plans
- Understand the strategic planning tools of research and intelligence in segmentation, targeting, and positioning of products
- Understand the new-product development process and management of product lines
- Learn how companies manage their supply chain, including retailing
- Examine companies' strategic management of the integrated marketing communications mix

STUDENT LEARNING OUTCOMES:

Upon completion of this course, students will be able to:

1. Identify typical misconceptions about marketing and recognize the impact of key change drivers on the future of marketing.
2. Identify the various strategies for entering new global markets and learn the importance of ethics and sustainability in marketing strategy.
3. Understand the conditions required for successful marketing planning and identify various types of organizational strategies.
4. Recognize the value of market research and its role in marketing and define the market research process.
5. Describe the CRM process cycle and recognize key approaches to marketing analytics.

6. Understand the consumer decision-making process and learn the B2B purchase decision process and different buying situations.
7. Identify the various approaches to market segmentation, describe the steps in target marketing, define positioning, and link it to the marketing mix.
8. Understand the essential role of the product experience in marketing, understand a product's life cycle, and understand the new product development process.
9. Recognize the essential elements in a brand and learn the importance of brand equity in product strategy.
10. Explain the characteristics that set services apart from physical goods and explain the service-profit chain and how it guides marketing management decisions about service.
11. Explore different pricing objectives and related strategies, understand how to execute price changes, and examine legal considerations in pricing.
12. Identify various types of intermediaries and distribution channels, utilize suitable criteria to select appropriate channel approaches, and understand the role of retailing and e-commerce in delivering the value offering to the customer.
13. Understand promotion and identify the elements of the promotion mix and Discuss the role and key types of digital marketing in communicating value to customers.
14. Understand the key types of advertising and the role of the creative agency, identify various approaches to sales promotion, describe the activities and aims of public relations, and understand the role of selling in marketing communications.

LEARNING METHODS

The premier methods of learning in this course are thoughtful reading and completing various assignments (LS, application-based, cases, analysis-based assignments) online.

During this course, your time will be allocated among a set of interrelated activities:

- Completion homework assignments online, such as LearnSmart assignments and quizzes.
- Completion independently highly interactive assignments.
- Completion of two exams during the semester online.

COURSE OUTLINE

The course schedule is as follows:

| Week | Dates | Chapter | Topic | Quizzes (On Connect) |
|----------|-------------|---------|---|---|
| Period 1 | 1/3 – 1/7 | Ch. 1 | Marketing in today's business milieu | LearnSmart Ch. 1, 3, & 4 |
| | | Ch.3 | Elements of Marketing Strategy, Planning, and Competition | Quiz 1 (Ch. 1, 3, & 4) |
| | | Ch. 4 | Marketing Research Essentials | Application-based (Market Research) A. |
| Period 2 | 1/8 – 1/12 | Ch. 5 | CRM, Big Data, and Marketing Analytics | LearnSmart Ch. 5, 6, & 7 |
| | | Ch. 6 | Understanding Customer and Business Markets | Midterm (Ch. 1, 3-7) |
| | | Ch. 7 | Segmentation, Target Marketing, and Positioning | Application-based (Buyer Behavior) A. |
| Period 3 | 1/13 – 1/17 | Ch. 8 | Product Strategy and New-Product Development | LearnSmart Ch. 8, 9, & 11 |
| | | Ch. 9 | | |
| | | Ch. 11 | Manage Pricing Decisions | Application-based (Pricing) A. |
| Period 4 | 1/18 – 1/21 | Ch. 2 | Marketing Foundations: Global, Ethical, Sustainable | LearnSmart Ch. 2, 13, & 14 |
| | | Ch. 13 | | |
| | | Ch. 14 | Promotion Essentials: Legacy Approaches | Application-based (IMC) A. |

COURSE MATERIALS

Important: The quizzes, exams, and assignments are all based on the textbook, so if you intend NOT to buy the book, I suggest you should NOT take this course. You will probably not be able to pass it. Please also make sure that you purchase the CORRECT textbook!

Textbook (includes access to Connect, SmartBook, and LearnSmart):

CONNECT ACCESS CARD FOR MARKETING MANAGEMENT, 3rd Edition Marshall-Johnston
ISBN 9781260157789 or (with loose leaf) 9781260277128

Purchase options please view here:

<https://www.mheducation.com/highered/product/M1259637158.html#buying-options>

You should purchase the packet either via the WPU bookstore or directly from McGraw-Hill.

If you decide to purchase from a third party, you assume all the risks involved (e.g., not receiving the access code).

How to use MCGRAW-HILL CONNECT:

<https://vimeo.com/album/5316669/video/281874530>

<http://www.mheducation.com/highered/platforms/connect/training-support-students.html>

How to use LearnSmart:

http://highered.mheducation.com/olc2/dl/866234/LearnSmart_Connect_Student_Quick_Tips_2011.pdf

How to use SmartBook:

<http://createwp.customer.mheducation.com/wordpress-mu/success-academy-student/how-to-use-smartbook/#.Vz3ymRUrKb8>

| <i>Course Requirements and Evaluation Criteria</i> | <i>Points</i> |
|---|---------------|
| 1. LearnSmart Assignments - posted on Connect | 15 |
| 2. Quizzes & Survey (optional) – posted on Connect | 15 |
| 3. Application-based Assignments – posted on Connect | 40 |
| 4. Midterm exam – posted on Connect | 15 |
| 5. Final exam – posted on Connect | 15 |
| Total | 100 |

Final Letter Grade will be calculated as follows:

| | | | | | | | |
|-----------|--------|-----------|-------|-----------|-------|-----------|------------|
| A | 100-93 | B+ | 87-89 | C+ | 77-79 | D+ | 67-69 |
| A- | 90-92 | B | 83-86 | C | 73-76 | D | 60-66 |
| | | B- | 80-82 | C- | 70-72 | F | 59 or less |

LearnSmart Assignments (15 points): LearnSmart assignments help you practice concepts of the textbook chapters, and they will prepare you for Connect quizzes and exams. They are interactive assignments, and you can learn more about them in the link provided in the Course Materials section of the syllabus. Please make sure you don't miss the deadline for these assignments.

Application-based Assignments (40 points): Each week, you will be assigned an application-based assignment which is a marketing mini sim. Each marketing mini-sim is comprised of two parts, each worth 50% of your grade: (a) accomplishing a mission goal or set of goals associated with the simulation topic – 50% and (b) answering a series of questions to demonstrate your understanding of the topic – 50%. You will have 3 rounds to complete the goal/s. In addition, you will have two attempts to complete this assignment. Thus, you have in total six rounds to complete the goal/s.

Quizzes (15 points): Two quizzes are scheduled for you to complete on Connect. The quizzes will include multiple-choice questions and interactive questions. The interactive questions will consist of drag-and-drop tasks coupled with multiple-choice questions. Please make sure you don't miss the deadline for each.

Exams (30 points each): Two exams are scheduled for this semester, one midterm and one final exam (see the schedule above for dates). Both exams will be assigned on Connect. They will be similar in structure to the quizzes.

Policies

1. **Assignments, quizzes, and exams WILL NOT be accepted late.** If a student is permitted a late submission of an assignment/quiz, s/he will receive a maximum of 75% on that assignment/quiz.
2. **I WILL NOT accept your work via email.** All Bb assignments will need to be uploaded to Bb as I use evaluation rubrics for most of them.
3. Makeup quizzes and exams **WILL NOT** be provided. Above is the course schedule. Please make the necessary arrangements so you can complete the quizzes and exams on time.
4. Pay attention to the due dates. I strongly recommend **NOT to start the assignment, quizzes, or exams on the last day** of the due date. If you choose to do so, you will be responsible for any unpredicted technical or other problems. I WILL NOT extend the due date as a result of last-day problems.
5. If you encounter a technical problem related to Connect, LearnSmart, and/or SmartBook while completing an assignment, a quiz, or an exam, please **FIRST contact the Connect Support Team via phone (1-800-331-5094)** or email them through their website: <http://mpss.mhhe.com/>. If they can't resolve your issue, please contact me. Also, please notify me that you have reached the Connect support team. I will not be able to help you if you do not contact the support team of Connect first.
6. **No additional work** will be available for students to improve their final grades.
7. **Honesty and Ethics:** All students must abide by standard policies regarding academic honesty. Academic *dishonesty* includes: cheating, plagiarism, allowing others to copy from you, interfering with another student's work, and collusion in dishonest acts. These acts undermine the college's educational mission and the students' personal and intellectual growth. WPU students are expected to bear individual responsibility for their work, to learn the rules and definitions that underlie the practice of academic integrity, and to uphold its ideals. **Ignorance of the rules is not an acceptable excuse for disobeying them.** Any student who attempts to compromise or devalue the academic process will be **sanctioned**. If you have questions regarding what is appropriate, please make sure you see me or ask in class and consult the university catalog or Undergraduate Catalog (Section II, p.44).