

MKT 4000
MARKETING MANAGEMENT
Section 3
Fall 2009

Instructor:	Dr. Shaoming Zou	E-mail: zou@missouri.edu
Office:	335 Cornell Hall	Office Phone: 884-0920
Office Hours:	10:00am-10:45am Tu. & Th. and by appointment	
Classroom:	217 Cornell Hall	Class Time: 11:00am-12:15pm Tu. & Th.
Course website:	http://business.missouri.edu/zou/Class/MKT4000.html	

COURSE DESCRIPTION:

In today's marketplace which is weakened by the on-going financial and economic crises, the ability to satisfy customers' needs and gain a competitive advantage over rivals is critical for a firm's survival and success. Excellence in marketing management is essential for a firm to meet its customers' needs and defeat its rivals. Marketing Management (MKT4000) is designed to focus on the core concepts and principles of marketing management, and their application to managerial decision making and marketing strategy development. The course examines the fundamental building blocks of marketing, introduces decision making frameworks in marketing management, discusses tools for developing marketing programs, and practices analyzing and solving real-world marketing problems. Throughout the course, a strong managerial focus will be taken.

The course has four major objectives: (a) to provide students with an understanding of marketing management tasks and decision processes; (b) to develop students' skills to formulate an effective marketing strategy; (c) to develop students' ability to make managerial decisions with regard to the marketing mix, and (d) to develop students' ability to apply their knowledge to solve real-world marketing problems.

REQUIRED TEXT:

1. *Marketing Management: Knowledge and Skills, 9th Edition*, by J. Paul Peter and James H. Donnelly, Jr., McGraw-Hill/Irwin, 2009.
2. Course Packet of Supplemental Readings; Available for purchase at TCOB Copy Center on the 2nd floor (Mail Room).

COURSE FORMAT:

The course integrates short lectures, readings, discussions, case analysis and presentations, and GM case competition to achieve its objectives. Students are responsible for all assigned readings and expected to be prepared for class discussion. The lectures are designed to emphasize the core knowledge and introduce marketing management tasks and decision frameworks. The lectures are not designed to substitute for an understanding of the texts and readings.

CASE ANALYSIS / PRESENTATION:

Case analysis and presentation are an integral part of this course. Two cases will be discussed in class early in the course to illustrate the way to analyze marketing cases, whereas seven cases are assigned to student groups for in-depth analysis and presentation. Each student group is responsible for presenting one case (no written report is required) and submitting a one-page executive summary of its analysis of two (2) selected cases that are presented by other groups. The case presentations will be judged by the instructor on the basis of the depth of analysis as well as the quality of presentation.

GM & U MARKETING CHALLENGE CASE COMPETITION:

To enrich students' learning experience and develop their ability to apply what is learned in the course to real-world marketing problems, MKT 4000-3 will participate in the GM & U Marketing Challenge: a nationwide case competition. This is a unique opportunity for student groups to develop an integrated marketing communication (IMC) plan for General Motors to promote its newly created GM College Discount program to the college students/recent graduates. Each student group is expected to take part in the GM & U case competition by (1) register at the Edventure Partners website, (2) read the GM&U full case and the rules/policies of the case competition, (3) conduct the require research and develop a creative brief, (4) develop an IMC plan, and (4) present the IMC plan in class. Although only the top-rated IMC plan in the course will represent the class to enter the national GM & U Marketing Challenge Case Competition, the IMC plan of each group and its presentation will be graded as a part of the course assignment.

READINGS, DISCUSSION, AND CLASS PARTICIPATION:

To keep students updated about the state-of-the-art thoughts in marketing management and to develop students' critical thinking ability, a set of recent articles published in *Harvard Business Review* are assigned to the class. These articles (in the course packet) will be discussed in class on the date specified in this syllabus.

Class participation is an important part of the course and will be evaluated subjectively by the instructor. Attendance of the class is expected by the college policy. The instructor will allow two absences for each student for the entire semester and will reduce the participation score by one (1) point for each additional absence, unless physician's written proof of illness is provided by the student. Job interviews, family matters, and other happenings are NOT valid excuse for missing classes.

EXAMS AND GRADING:

There are two close-book exams in the course. The midterm exam will be given during regular class meeting, whereas the final exam will be given according to the university's final exam schedule. Each exam consists of multiple-choice questions (one point each, 35 questions on the midterm and 45 on the final) and short-answer questions (15 points each, 2 questions on the midterm and 3 on the final). The materials covered by the exams include ALL assigned chapters, lectures, cases, articles, and discussions. The final exam is NOT comprehensive.

Make-up exam will NOT be permitted in general. In case a student has written physician excuse to miss the midterm exam, the final exam will be used for grade determination. Exams will not be returned. Students who wish to review their exams should do so during the office hours in the instructor's office. "Bad" questions, if identified, will be adjusted for all students in the class. No adjustment will be made for any individual student.

Weights for grade determination:

Midterm Exam	25%
Final Exam	30%
GM & U Marketing Challenge Case Competition	20%
Written Cases/Analysis and Presentation	10%
Class Participation	15%

The following straight-line scale will be used to assign grades. There will be no curve.

Percent	Grade	Percent	Grade	Percent	Grade
>= 95%	A+	91% - 94.9%	A	89% - 90.9%	A-
87% - 88.9%	B+	83% - 86.9%	B	80% - 82.9%	B-
77% - 79.9%	C+	73% - 76.9%	C	70% - 72.9%	C-
67% - 69.9%	D+	60% - 66.9%	D	< 60%	F

COURSE POLICIES:

- * If you need accommodations because of a disability, if you have emergency medical information to share with me, or if you need special arrangements in case the building must be evacuated, please inform me immediately. Please see me privately after the first class in my office.
- * To request academic accommodations (for example, a note-taker), a student must also register with *the Office of Disability Services, S5 Memorial Union, 882-4696*. It is the campus office that is responsible for reviewing documentation provided by students requesting academic accommodations, and for accommodations planning in cooperation with students and instructors, as needed and consistent with course requirements.
- * Academic honesty is fundamental to the activities and principles of a university. All members of the academic community must be confident that each person's work has been responsibly and honorably acquired, developed, and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful. The academic community regards academic dishonesty as an extremely serious matter, with serious consequences that range from probation to expulsion. When in doubt about plagiarism, paraphrasing, quoting, or collaboration, consult the course instructor.
- * Please do not use cell phone, surf the web, or send/read email while class is in session.

TENTATIVE SCHEDULE (May be Modified upon Notice)

Date	Topics and Reading	Group/Activities
Aug 25	Course Overview	
Aug 27	Marketing and Strategic Planning I Chapter 1	
Sep 1	Marketing and Strategic Planning II “Strategies to Crack Well-Guarded Markets”	(Group Formation)
Sep 3	Marketing Research Chapter 2; “Torment Your Customers (They’ll Love It)”	
Sep 8	Analyzing Consumer Buying Behavior Chapter 3; “Companies and The Customers Who Hate Them”	
Sep 10	Case Discussion: Case V-6: Starbucks - Early 2008	Deadline: Register in GM&U Competition
Sep 15	Analyzing Organizational Buying Behavior Chapter 4; “The Mismanagement of Customer Loyalty”	
Sep 17	Case Presentation 1: Case V-4: Coach Inc.	Group 1
Sep 22	Segmenting the Market Chapter 5; “Rediscovering Market Segmentation”	
Sep 24	Case Presentation 2: Case V-9: The Launch of the Sony Playstation3	Group 2
Sep 29	Targeting and Positioning Chapter 5; “Luxury for the Masses”	Deadline: Completion of GM&U Research
Oct 1	Case Presentation 3: Case V-21: Cowgirl Chocolates	Group 3
Oct 6	Managing Advertising Campaigns Chapter 8; “The Buzz on Buzz”	
Oct 8	Managing Sales Promotion and Personal Selling Chapter 9; “Your Loyalty Program is Betraying You”	
Oct 13	Case Presentation 4: Case V-14: “Hips Feel Good”	Group 4; Deadline: GM&U Creative Brief
Oct 15	Midterm Examination	
Oct 20	Exam Review and Video Case: Toyota Prius	
Oct 22	Managing Product and Brand Chapter 6; “About Your Brand”	
Oct 27	Case Presentation 5: Case V-10: Snacks to Go	Group 5
Oct 29	Managing New Product Development Chapter 7; “Why Bad Projects are Hard to Kill?”	
Nov 3	GM & U Case Presentation I	Groups 6 & 7
Nov 5	GM & U Case Presentation II	Groups 1, 2, 3
Nov 10	GM & U Case Presentation III	Groups 4 & 5
Nov 12	Managing Channels of Distribution Chapter 10; “The Customer has Escaped”	
Nov 17	Case Presentation 6: Case V-18: Wal-Mart Stores, Inc.	Group 6
Nov 19	Case Presentation 7: Case VI-9: Krispy Kreme Doughnuts 2005	Group 7
Nov 24&26	Thanksgiving Break (No class)	
Dec 1	Managing Price Chapter 11; “How to Fight a Price War?”	
Dec 3	International Marketing; Chapter 13	
Dec 8	Evaluation and Catch-up	
Dec 11	Final Examination (8:00am – 10:00am)	