Fall 2015

MKT 6503

Elyria Kemp

University of New Orleans

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Office Hours: Tuesday 3pm-6pm; Wednesday 3pm-4pm;
Thursday 4pm-6pm

Prerequisites:
MKT 3501 or MKT 4400 or ENMG 6101 or consent of the department

Course Materials:
• A Framework for Marketing Management (2016, 6th Edition) by Philip Kotler and
  Kevin Lane Keller
• Course Packet of Cases packaged by University Readers
  (https://students.universityreaders.com/store/)

Course Description:
Strategic Marketing Management is designed to provide you with a comprehensive framework of
competitive marketing strategies and marketing planning. Emphasis is placed on conceptualizing
marketing problems and examining major issues in the marketing management function. You will also
learn the components of a strategic marketing plan.

Course Objectives:
• To provide you with an understanding of the role of the firm’s marketing strategy in competitive
  environments
• To acquaint you with marketing concepts and how to integrate materials learned from previous
  business classes
• To provide you with the skills necessary to identify opportunities for delivering superior value to
  consumers
• To use the case method to facilitate your ability to diagnose an organization’s business and marketing
  strategies and develop strategy recommendations
• To teach you how to prepare a successful marketing plan

Course Activities:
Classes will be composed of lectures, class discussion and in-class activities. It is paramount that you be
present and prepared in order to contribute to class discussion. Your class participation grade will be
based on work in-class, class discussion and materials presented during class discussions.
Grade Evaluation:

<table>
<thead>
<tr>
<th>Maximum Points</th>
<th>Points Needed to Achieve Semester Grades</th>
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</thead>
<tbody>
<tr>
<td>Class Participation 30</td>
<td>A = 369 points or above (90% or above)</td>
</tr>
<tr>
<td>Midterm Exam 100</td>
<td>B = 328 - 368 points (80% to 89.9%)</td>
</tr>
<tr>
<td>Case Memos (3 @ 20pts) 60</td>
<td>C = 287 - 327 points (70% to 79.9%)</td>
</tr>
<tr>
<td>Team Case Presentation 100</td>
<td>D = 246 - 286 points (60% to 69.9%)</td>
</tr>
<tr>
<td>Marketing Plan 120</td>
<td>F = Less than 245 points (Less than 60%)</td>
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<td>TOTAL 410</td>
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Exam:
There will be one exam in this course. The exam will be composed of essay questions. No make-up exams will be given unless the professor is given at least 72-hour notice. Any make-ups due to illness will require a physician's verification. All make-up exams will be given at the discretion of the professor.

Team Case Presentation:
Each group will prepare a 45-minute presentation for their assigned case using the approach discussed in class and outlined in the case assignment guidelines (separate document). You will be graded on the quality of the case analysis and the quality of the presentation. Each group member should participate in the oral presentation and in the question and answer period following the presentation. The use of PowerPoint and visuals are encouraged.

Individual Case Memos:
Four cases will be discussed in class. Students not presenting with their group on a case are responsible for preparing and handing in case memos for three of the four remaining cases during the semester. Case memos are individual assignments and must be done without working with others. Case memos should be approximately two pages in length (double-spaced). They should include the following: (1) a clear statement of the problem (2) two alternative marketing courses of action for overcoming the problem and further exploiting potential market opportunities (3) a discussion of the advantages and disadvantages of each proposed alternative (4) selection of a proposed alternative as the solution to the problem and justification for selection of that alternative. Cases memos are due at the beginning of each class. Late memos will not be accepted.

Group Marketing Plan:
Each group will also prepare a detailed marketing plan. The marketing plan should be for one major product (or service). Your marketing plan will be presented in written form and should follow the outline presented in the marketing plan guidelines hand-out (separate document). Your group marketing plan will serve as your final exam.

You must use and reference general marketing literature in developing your plan; the APA style guide is required in formatting your marketing plan. Also, be sure to use as much business information as possible (can be from newspapers, magazine or personal interviews) that will help you understand your project. Sound analysis, including interpretations and evaluations will also be important and considered in the evaluation of your marketing plan.

Groups will be responsible for providing the following deliverables:
• August 25th form teams and submit team member information
• September 8th initial proposal due (1 page document describing the organization and general description of the organization’s need for a strategic marketing plan)
• October 6th draft of introduction and situational analysis due
• December 8th marketing plan due
**Classroom Civility:**
Students must conduct themselves in an appropriate manner and abide by all policies outlined in the UNO Judicial Code. All pagers and cell phones must be turned off in class unless I am notified prior to class of a possible emergency requiring a device to be left on (e.g., a personal emergency is a sick parent or child). This policy applies to texting, too. Failure to adhere to this policy will result in a warning on the first offense and a 10-point deduction from your overall participation grade on each subsequent offense. Students who exhibit other disruptive behavior such as studying or working on assignments for other classes, reading the newspaper, and carrying on distracting conversations with neighbors will be warned and/or asked to leave the classroom.

**Moodle:**
Course documents will be available on Moodle. Please check Moodle on a regular basis. PowerPoint slides and handouts will not be distributed in class, but will be available on Moodle. Be sure to download any documents that you might need prior to coming to class.

**Academic Integrity:**
Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the Student Code of Conduct for further information. The Code is available online at http://www.studentaffairs.uno.edu.

**Students with Disabilities:**
It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities should contact the Office of Disability Services as well as their instructors to discuss their individual needs for accommodations. For more information, please go to http://www.ods.uno.edu.
# Course Outline

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Topic</th>
<th>Assigned Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tues</td>
<td>Aug 25</td>
<td>Introduction Understanding the Marketing Management Process</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>Tues</td>
<td>Sept 1</td>
<td>Developing Marketing Strategy and Plans Understanding Marketing Opportunities</td>
<td>Chapter 2</td>
</tr>
<tr>
<td>Tues</td>
<td>Sept 8</td>
<td>Analyzing Consumer Markets Analyzing Business Markets</td>
<td>Chapters 4, &amp; 5</td>
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<tr>
<td>Tues</td>
<td>Sept 15</td>
<td>Marketing Research Analysis Workshop</td>
<td>Chapter 3</td>
</tr>
<tr>
<td>Tues</td>
<td>Sept 22</td>
<td>Segmentation and Target Market Selection Differentiation and Positioning</td>
<td>Chapters 6 &amp; 7</td>
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<tr>
<td>Tues</td>
<td>Sept 29</td>
<td>Workshop</td>
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<tr>
<td>Tues</td>
<td>Oct 6</td>
<td><em><strong>Exam</strong></em></td>
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<tr>
<td>Tues</td>
<td>Oct 13</td>
<td>Product Decisions: Developing the Marketing Offering and Building Strong Brands</td>
<td>Chapter 8 &amp; 9</td>
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<td>Services Design &amp; Management</td>
<td>Chapter 10</td>
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<tr>
<td>Tues</td>
<td>Oct 20</td>
<td>Workshop Guest Speaker: Summer White Wang, Chief Marketing Officer Good Work :)</td>
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<tr>
<td>Tues</td>
<td>Oct 27</td>
<td>Team Case Presentation: - Product-Line Strategy at Porsche: The Effect of New Models on the Porsche Brand and the 911</td>
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<tr>
<td>Tues</td>
<td>Nov 3</td>
<td>Developing Pricing Strategies &amp; Programs</td>
<td>Chapter 11</td>
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<tr>
<td>Tues</td>
<td>Nov 17</td>
<td>Distribution Decisions: Designing and Managing Integrated Marketing Channels</td>
<td>Chapters 12 &amp; 13</td>
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<tr>
<td>Tues</td>
<td>Nov 24</td>
<td>Promotions Decisions: Designing and Managing Integrated Marketing Communications</td>
<td>Chapters 14, 15 &amp; 16 &amp;17 Paid Search Advertising (from Course Packet)</td>
</tr>
<tr>
<td>Tues</td>
<td>Dec 1</td>
<td>*Team Case Presentation: -Homeplus: Riding the Korean Retailing Rollercoaster</td>
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<tr>
<td>Tues</td>
<td>Dec 8</td>
<td>Marketing Plan Due</td>
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The course syllabus provides a general plan for the course; deviation may be necessary.