

B.A. 371 - Marketing Management I Fall 1998

Professor: Dr. Kelly E. Fish

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Office Hours: MWF 9-10:20 A.M. and 11:20-12 noon, also by appointment. Feel free to drop by at other times, however, I may be busy with something else or out. My teaching schedule is very tight on MWF until the afternoon, TTh is open.

Texts: Walker, Jr., O.C., H.W. Boyd, Jr., and Jean-Claude Larréché (1996), *Marketing Strategy: Planning and Implementation*, 2nd edition, Irwin: Chicago.

Larréché, Jean-Claude and Hubert Gatignon (1998), *Markstrat3*, South-Western College Publishing, Cincinnati, Ohio. **(Only need one per Markstrat group)**

Application Readings (ARs) - On file at the Burrow Library

Recommended: Ries, Al and Jack Trout, *Positioning: The Battle for Your Mind and Marketing Warfare*, both available at the bookstore.

Honor Code: *All papers, exams, projects and other assignments for this course, unless specifically exempted by me, are to be pledged under the honor code. If you have any questions concerning the nature of plagiarism, you should consult your student handbook.*

Course Objective: The course is an introduction to the study of marketing as an strategic exchange process - how transactions in the marketplace are planned and executed. Topics include strategic business planning, strategic marketing, as well as, the design and execution of the marketing mix. Additional depth in the area of strategic marketing will be acquired by student participation in a computer generated marketing simulation. Upon completion of the course the student should have a firm grasp of the fundamental theories of marketing and, how to apply those theories as a business professional.

Evaluation and Grading: A weighted course average will be calculated using the following weights for assignments:

Highest score on Exams 1-3	20%
Second highest score on Exams 1-3	20%
Markstrat3	15%
Participation	10%
Term Paper	15%
Final Exam	<u>20%</u>
	100%

Grades will be earned according to the following scheme:

94-100	A	80-83	B-	67-69	D+	
90-93		A-	77-79	C+	64-66	D
87-89		B+	74-76	C	60-63	D-
84-86		B	70-73	C-	Below 60	F

Exams: The exams will allow the student to demonstrate knowledge of marketing concepts that are covered in the lectures, videos, text and application readings. Exams 1, 2, 3 and the Final will consist of essay or short answer questions (**the Final is comprehensive**). Subject to my approval, any student having a 90 average or higher (including all three exams) upon completion of all classwork except the final exam, is at the student's option, exempt from taking the final exam. Any eligible student interested in exercising this option must first gain my consent.

Term Paper: You may select the topic for the term paper. There are a broad array of topics in marketing - the effects of technological advances on the marketing environment, nonprofit marketing, institutional marketing. If you need help in selecting a topic feel free to contact me to discuss ideas. Some recent papers include:

1. A paper on Internet marketing strategies.
2. An analysis of the marketing effort of a local Blues museum.
3. Design of a new package and point of purchase display for a new product in a grocery store.
4. A paper on the use of subliminal sex in advertising.
5. A paper reviewing political marketing strategies of Presidential candidates.

You should notify me if you plan to write on something based upon an internship, and plan to discuss it with me as well. Keep in mind that the purpose of this assignment is to provide a new learning experience, not rehash an old one. Failure to notify me of a paper based on an internship will be considered a violation of the honor code. Detailed instructions about the term paper will be provided at a later date.

The paper is to be pledged.

Markstrat3: This is a computer simulation of a marketing environment. Its purpose is to allow the students an opportunity to apply the strategic principles and theories learned throughout the course to a realistic situation. The students will be divided into groups representing different companies in an industry. The groups will then compete against each other as marketers. Each group will have complete control of the marketing function and must develop marketing strategies and resultant marketing mixes. Each group will work under budgetary constraints, interface with R&D, and may purchase various market research reports. Although results will be given on a market share and marketing contribution basis, **groups will be graded on reports turned-in for MS periods 1, 6 and 10**. You will receive more details about the reports later but, I will basically want to know what strategies you are using and why you are using them. Students will pledge that all members contributed equally to the group effort. Previous students have found the Markstrat3 simulation an enjoyable and valuable learning experience.

Participation:

Class discussion of topics and concepts being introduced is expected. Students should have the assigned readings and/or exercises done **before** class. Since you must be present to participate in discussion, a roll sheet will be passed every class meeting. Contact me (E-mail is fine) if you are going to miss class.

Class Schedule:

- 8-26 Meet students, review syllabus, define “marketing”
Class Prep - be registered
- 8-28 Growth Strategies - Ansoff to Hamel
Class Prep - Chpt 1, 20-21; Chpt 2, 30-56
- 8-31 Application of growth strategies
Class Prep - AR1
- 9-2 Porter Generic Strategies & Value Chain
Class Prep - Chpt 3, 64-89
- 9-4 Application of Value Chain with EDI
Class Prep - AR2
- 9-9 Environment and EC
Class Prep - Chpt 4; AR3 explore websites in the article
- 9-11 Virtual Value Chain w/ Application
Class Prep - AR4
- 9-14 Porter on Industry Structure
Class Prep - Chpt 5, 122-124, 140-144; AR5
- 9-16 Industry structure pre-test;
Marketing / R&D Interface
Class Prep - AR6
- 9-18 Exam 1
- 9-21 Market Segmentation
Class Prep - Chpt 6, 146-160;
Explore the VALS website and take the
VALS lifestyles survey
<http://future.sri.com:80/vals/survey.html>

- 9-23 Targeting/Sales forecast
Class Prep - Chpt 6, 161-173
- 9-25 Positioning
Class Prep - Chpt 7
- 9-28 Branding Strategies
Class prep - AR7
- 9-30 Markstrat
Class Prep - Markstrat Chpt 2
- 10-2 Markstrat
Class Prep - Markstrat Chpt 3
- 10-5 Markstrat
Class Prep - Markstrat Chpts 7& 9; MS0 given
- 10-7 Markstrat
Class Prep - Markstrat Chpt 4 & 6; MS1 due
- 10-9 New Product Development & Launches
Class Prep - Chpt 5, 124-140; Chpt 8
- 10-12 Marketing Warfare
Class Prep - Chpt 9; AR8; MS2 due
- 10-14 Marketing Warfare
Class Prep - Chpt 10, omit 263-266; AR9
- 10-16 Exam 2
- 10-21 Service Marketing (In computer lab)
Class Prep - Chpt 3, 89-95; Chpt 10, 263-266
- 10-23 Business-to-Business Marketing; Segmentation
MS3 due
- 10-26 Consumer Pricing Strategies
Class Prep - AR 10
- 10-28 Business-to-Business Pricing Strategies
Class Prep - AR11, MS4 due
- 10-30 Distribution Strategies
Class Prep - AR12

- 11-2 Consumer Buying Behavior
Class Prep - MS5 due
- 11-4 Business-to-Business Buying Behavior
- 11-6 Consumer Promotion Strategies
Class Prep - MS6 due
- 11-9 Business-to-Business Promotion Strategies
- 11-11 Advertising - Print Media
Class Prep - MS7 due
- 11-13 Advertising - Television
- 11-16 Advertising - Internet/Budget
Class Prep - AR13, MS8 due
- 11-18 Sales Management - Staffing the Salesforce
- 11-20 Sales Management - Motivating the Salesforce
Class Prep - AR14
- 11-23 Exam 3
- 11-30 Ethics
- 12-2 Ethics
Class Prep - MS9 due
- 12-4 Case Study
Class Prep - Study assigned case
- 12-7 Case Study
Class Prep - MS10 due
- 12-9 Markstrat Debriefing
- 12-11 Final Exam A hour, 1:00-3:30 P.M.
12-14 Final Exam C hour, 8:30-11:00 A.M.

Application Readings (AR's on file in the Burrow Library)

AR1 - "Killer Strategies That Make Shareholders Rich" by Gary Hamel, *Fortune*, 6-23-97, pp.70-83.

AR2 - "The New Golden Rule of Business: Love Thy Supplier" by Myron Magnet, *Fortune*, 2-21-94, pp.60-64.

AR3 - "Click Till You Drop" by Michael Krantz, *Time*, July 20, 1998, pp.34-41.

AR4 - "Exploiting the Virtual Value Chain," *Harvard Business Review*, by Jeffrey F. Rayport and John J. Sviokla, November 1995, pp. 75-85.

AR5 - "Industry Structure & Competitive Strategy: Keys to Profitability," by Michael E. Porter, *Financial Analysts Journal*, July -August 1981, pp 30-41.

AR6 - Pre-test on Industry Structure

AR7a.- "Mondavi Bucks the Tide" by Tim W. Ferguson, *Forbes*, 10-23-95, pp.203-206.

AR7b.-"Secrets of New Brand Builders" by Patricia Nakache, *Fortune*, June 22, 1998, pp.167-170.

AR8 - "Winner Take All" (Microsoft vs. Netscape), by Joshua C. Ramo, *Time*, 9-16-96, pp. 56-64.

AR9 - "McDonald's Plays Catch-Up With BLT Burger," by Richard Gibson, *The Wall Street Journal*, May 1, 1996.

AR10 - "How to Escape a Price War" by Andrew E. Serwer, *Fortune*, 6-13-94, pp.82-90.

AR11 - "Goodyear Tire & Rubber: The Marvels of High Margins," by Myron Magnet, *Fortune*, 5-2-94, pp. 73-74

AR12 - "FedEx: Airline of the Internet," by Todd Lappin, *Wired*, 12-96.

AR13 - "Advertising Webonomics 101" by Evan I. Schwartz, *Wired*, 2-96, pp.74-80.

AR14 - "Mary Kay's Lessons in Leadership: Nobody knows better than Mary Kay Ash how to motivate a sales force" by Alan Farnham, *Fortune*, 9-30-93, pp.70-77