**MKT 4430: Marketing Management**

Spring 2017

**Professor**: Elizabeth Minton, Ph.D.

**Email**: eminton@uwyo.edu *(preferred over phone)*

**Office:** BU 345

**Office Hours:** Tuesday & Thursday 12:20-1:50pm

**Phone**: 307-766-3616

**Class Meetings**: Tuesday & Thursday 2:45-4:00pm; BU 111

**Course Description:**

This course provides an analysis of policy-making and operating decisions of the marketing manager and the tools available to aid in solving marketing problems.

**Prerequisites:** MKT 3210, MGT3210, STAT2010

**Learning Objectives (LO):**

LO1. Apply your knowledge of basic marketing concepts from your introductory marketing course to marketing strategy problems.

LO2. Develop analytical, decision making, and problem solving skills.

LO3. Effectively communicate your ideas and opinions to others.

LO4. Develop and present interesting and effective presentations.

**Text and Other Requirements:**

* *Cases in Marketing Management* by Clow & Baack (2012), ISBN: 978-1-4129-9603-7
* Any basic marketing text (e.g., your introduction to marketing textbook)

**Helpful Links:**

1. WyoWeb course site: https://wyoweb.uwyo.edu *(NOTE:* ***Check ASAP*** *as this is where all class material is located)*

**Course Format:**

This class will be a mixture of case analyses, interactive lectures, class discussions, videos, and individual and group exercises and presentations. You are responsible for reading the required material *before* class in order to contribute to the class discussion. You will work in groups to lead a case analysis as well as apply course concepts to a real world project.

**ETS Exam**: Material covered in this class will also be on the ETS exam; see end of syllabus for more details

**Grade Scale:**

A 94% and above B – 80% to 82% D+ 67% to 69%

A – 90% to 93% C+ 77% to 79% D 63% to 66%

B + 87% to 89% C 73% to 76% D- 60% to 62%

B 83% to 86% C - 70% to 72% F Below 60%

*MKT4430 is a required course in COB. Students must earn a grade of C or better in required courses in order to graduate. Students with a C- or lower will need to re-take this class and earn at least a C.*

**Grade Breakdown:**

*Individual Grades Group Grades*

Participation 15% Case Report & Presentation 15%

Individual Case Study 15% Consulting Project 40%

Quizzes 15%

*Total: 100%*

**Assignment Descriptions**

*Note: For all assignments, see the “Home” page on WyoCourses for more details.*

**Participation** *(individual)***:**

You are expected to come to class prepared. This is NOT a lecture class. Participation also includes in-class exercises and occasional out of class follow up activities. (LO1)

**Individual Case Study** *(individual)***:**

You will complete a marketing analysis of a case study and provide recommendations for improvement. (LO1, 2, 3)

**Quizzes** *(individual)***:**

Quizzes (3 questions) will be given at the beginning of many class days and cover the assigned readings for that day (e.g., case material, outside reading). Quiz questions are multiple choice, true-false, and/or fill-in-the-blank and worth 1 point each. These can NOT be made up. (LO1)

**Case Report & Presentation** *(group)***:**

As a group, you will write a report of a case and lead the case discussion in class. (LO1, 2, 3, 4)

**Consulting Project** *(group)***:**

You will work in groups of your choice, to develop a solution to a marketing problem identified by a local business. Your final project will include a professional written report and idea pitch to both me (first) and the business (second). (LO1, 2, 3, 4)

**Late Assignment & Missed Classes Policy:**

You are allowed to miss two (2) classes for any reason (e.g., sports, medical, excused absences, just don’t want to come to class), which will not affect your participation points. Given the highly participatory nature of the class, after two missed classes, your participation grade will be reduced by 10 points per day missed. Additionally, assignments must still be turned in on time (e.g., electronically). Late work will receive the following deductions:

* -15% if turned in by the end of class
* -25% if turned in by midnight the same day
* -50% if turned in by midnight the next day
* -75% if turned in by midnight two days after assignment is due, 0% credit thereafter

**Course Schedule** (subject to change): *Note: WC = WyoCourses*

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| --- | --- | --- | --- | --- | --- | --- |
| **Week** | **Date** |  | **Topic** | **Activity (ies)** | **Readings: do BEFORE class, all page numbers in Clow & Baack book** | **Homework for next class** |
| 1 | Tuesday | 24-Jan | Intro | Course overview, live commercials |  | (1) Sign up for student meeting, (2) Personal branding |
| Thursday | 26-Jan | Intro | Review marketing mix (7 P's) |  |  |
| 2 | Tuesday | 31-Jan | Intro | Practice Case Analysis | Case: Chobani (WC)  Reading: Case analysis overview articles (WC) |  |
| Thursday | 2-Feb | Group Project | Explain consulting project, Select groups, Group marketing competition | Reading: Consulting Project Description (WC) Cases: Review all group case options, select your favorites - will sign up in class | (1) Questions for consulting business, (2) Consultancy branding |
| 3 | Tuesday | 7-Feb | Group Project | Client visits class:  **Right Angle Rehab** |  |  |
| Thursday | 9-Feb | Group Project | Client visits class:  **Wyoming Game & Fish** |  |  |
| 4 | Tuesday | 14-Feb | Strategic Positioning | Case discussion: teacher led | Case: Best Buy (p. 120-135) & Best Buy Update (WC) Reading: Segmentation (WC) |  |
| Thursday | 16-Feb | Market Research | Big Data, Analytics, Market Research | Reading: Market Research (WC) | (1) Consulting update #1 due at group meeting |
| 5 | Tuesday | 21-Feb | Group Project | Group meetings & work time - no formal class |  |  |
| Thursday | 23-Feb | Group Project | Group meetings & work time - no formal class |  | (1) Career development activities |
| 6 | Tuesday | 28-Feb | Group Project | Group work time (no formal class, prof. traveling for work) |  |  |
| Thursday | 2-Mar | Group Project | Group work time (no formal class, prof. traveling for work) |  | (1) Individual case study |
| 7 | Tuesday | 7-Mar | Organizational Growth | Case discussion: Group #1 | Case: Ruth's Chris (p. 103-109) & Ruth's Chris Update (WC) Reading: Organizational Growth Strategies (WC) |  |
| Thursday | 9-Mar | Recovering from Failure | Case discussion: Group #2 | Case: Microsoft & Xbox (p. 499-509) & Update (WC) Reading: PR (WC) |  |
| 8 | Tuesday | 14-Mar | Spring Break | No class |  |  |
| Thursday | 16-Mar | Spring Break | No class |  |  |

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| 9 | Tuesday | 21-Mar | Recovering from Failure | Case discussion: Group #3 | Case: Dove (p. 344-354) & Dove Update (WC) |  |
| Thursday | 23-Mar | Branding | Case discussion: Group #4 | Case: Molson Canada Social Media (p. 458-467) Reading: Various Social Media Articles (WC) | (1) Consulting update #2 due at beginning of next class |
| 10 | Tuesday | 28-Mar | Positioning | Case discussion: teacher led | Case: Kmart (WC) Reading: Failure & Comeback Examples (WC) |  |
| Thursday | 30-Mar | Group Project | Group meetings & work time - no formal class |  |  |
| 11 | Tuesday | 4-Apr | Group Project | Group meetings & work time - no formal class |  |  |
| Thursday | 6-Apr | Summary | Case summary activity | Review prior cases & takeaways |  |
| 12 | Tuesday | 11-Apr | Pricing | Interactive lecture:  Psychological pricing | Reading: Various Pricing Readings (WC) |  |
| Thursday | 13-Apr | Group Project | In-class work day |  | (1) Final consulting report due |
| 13 | Tuesday | 18-Apr | Packaging | Interactive lecture: product/packaging innovation | Reading: External Communications (p. 328-332) Reading: Various Packaging Readings (WC) |  |
| Thursday | 20-Apr | Group Project | In-class work day/catch-up |  | (1) Prepare finalized consulting pitch & visit OCC |
| 14 | Tuesday | 25-Apr | Group Project | Present final consulting project to me - no formal class |  |  |
| Thursday | 27-Apr | Group Project | Present final consulting project to me - no formal class |  | (1) Bring final report for client and me for next class! |
| 15 | Tuesday | 2-May | Group Project | Present final consulting project to client: **Right Angle Rehab** | Note: Class will last from 2:45-4:30. Only groups working with this client need to show up this day. Accommodations will be made, as necessary. |  |
| Thursday | 4-May | Group Project | Present final consulting project to client: **Wyoming Game & Fish** | Note: Class will last from 2:45-4:30. Only groups working with this client need to show up this day. Accommodations will be made, as necessary. |  |
| 16 | Tuesday | 9-May |  | FINALS WEEK - no class, make sure to turn in final project components and complete course evaluations |  | (1) Individual peer evals and takeaways paragraph due on WyoCourses by Tuesday @ 5pm. |
| Thursday | 11-May |  | You're done! | Feel free to contact me after the end of the term with marketing-related thoughts or questions you have. |  |

NOTE: Assignments are DUE at the beginning of class on the day they appear on the schedule, unless otherwise noted. Additional readings may be assigned and posted on WyoCourses. **I reserve the right to change anything in this syllabus when deemed necessary**. When changes are made, you will be notified in class or through email.

WC *= WyoCourses*

**Accommodations and Policies:**

*Disability Support Services*

If you need accommodations because of special needs as addressed by the Americans with Disabilities Act (ADA) and need assistance, or 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 send me an email or see me privately during my office hours. To request academic accommodations (for example, a note-taker), students must also register with Disability Services. It is the campus office’s responsibility to review documentation provided by students requesting academic accommodations, and for accommodation planning in cooperation with students and instructors, as needed and consistent with course requirements.

*Academic Integrity*

(Adapted from University Regulation 802 – Revision 2) An act is academically dishonest when it is an act attempted or performed which misrepresents one's involvement in an academic task in any way, or permits another student to misrepresent the latter's involvement in an academic task by assisting in the misrepresentation. Some examples of academic dishonesty include, but are not limited to, such acts as:

* 1. Representing as one's own work material copied or borrowed from any source, written or otherwise, public or private, without proper citation of the source.
  2. Using a ghostwriter, commercial or otherwise, for any type of assignment.
  3. Submitting substantially the same work for more than one class without the explicit permission of all concerned instructors.
  4. Doing an assignment for someone else or allowing someone to copy one's assignment.
  5. Using notes or prepared information in an exam unless authorized by the instructor.
  6. Taking an exam for someone else or allowing someone to take an exam for oneself.
  7. Copying from, or assisting, another student during an exam.
  8. Stealing, or otherwise improperly obtaining, copies of an exam.
  9. Submitting substantially the same work as someone else.

Any incident of academic dishonesty will be reported to the Department Chairperson and the Dean of the College of Business. In accordance with university regulations, students accused of academic dishonesty will be notified in writing. Any student found to have committed academic dishonesty of any kind will receive a failing grade for the course.

**ETS Exam:**

Material presented in MKT 4430 will be covered on the ETS exam administered in MGT 4520. College of Business students are required to complete a comprehensive assessment during their senior capstone course, MGT 4520. This test, known as the Major Field Test in Business is developed by the Educational Testing Service, is given locally in a computer-based format. The Major Field test covers basic business knowledge and skills in eight areas: accounting, economics, finance, international issues, legal and social environment, management, marketing, and quantitative business analysis (decision science). The purpose of this test is to assess the student’s mastery and retention of basic business concepts. A minimum score is required as a condition for passing MGT 4520. Failure to obtain this minimum score will require remedial work on your part. Therefore, you are strongly encouraged to keep your materials from these courses to help you prepare for this examination.