MAR 4803: Marketing Management  
Section 0698  
Course Syllabus and Schedule - Summer A 2016

Instructor: Cammy Crolic  
E-mail: cammy.schulz@warrington.ufl.edu  
Office: 241 Stuzin Hall

Office Hours: By appointment  
Class Hours: M, W, R 3rd - 4th Period (11:00am – 1:45pm)  
T 4th Period (12:30pm – 1:45pm)  
260 Heavener Hall

Required Text:  
MAR4803 Course Packet. Available from Target Copy.

Recommended Text:  
Marketing Management (14th Edition) Kotler & Keller

Helpful Website: http://businesslibrary.uflib.ufl.edu/

Course Overview  
The Seminar in Marketing Management serves as the capstone course to those students majoring in marketing at the University of Florida. It is specifically designed for those students who are about to begin a marketing related career. By examining real-world marketing problems, students will develop those skills required for success as a marketing manager. This course is research-intensive, group-oriented, and comprehensive. You will be asked to read cases and identify problems, develop a strategy for solving these problems, to communicate these potential solutions, and critique the solutions provided by your peers.

The four main objectives for the course are:  
1. Developing your conceptual and analytical marketing skills.  
2. Teaching you how to identify and analyze marketing problems.  
3. Developing decision making skills as a marketing manager.  
4. Completing a marketing plan by then end of the course.

In order to accomplish these goals, the course will utilize many methods of instruction, including discussion based lectures, a long term project, case studies, and group problem solving.
What is expected of the MAR 4803 Student?
Because the purpose of the marketing management course is to prepare students for careers in marketing, it is essential that the student treat the course as though it were their job. Students are expected to discuss current marketing trends, problems, and strategies that have been reported in the popular press (i.e., Wall Street Journal, New York Times Business Section, Businessweek, The Economist). Additionally, students will be required to utilize PowerPoint, Excel, Lexis/Nexis, and other library databases (i.e., Financial Data, Simmons, Market Factbook) in order to prepare, analyze, and present case studies and their final group projects. Case analyses will require frequent group meetings, efficient division of labor among group members, and group management.

While perfect student attendance is not required, it is essential to success in this course.
Students in attendance will be expected to be prepared for class, mindful of those who are speaking or presenting, and ready to engage both the instructor and other classmates with relevant questions and comments.

What I Provide as Instructor of MAR 4803
As the instructor for MAR 4803, I will attempt to be fair and accessible for help to all students, and provide encouragement and prompt and comprehensive feedback regarding course performance to all students. My objective is to encourage students to take a hands-on approach in addressing their own interests and needs within the realm of marketing management. To this end, I am willing to devote a significant amount of time to both individual and group related questions.

Grading and Evaluation

INDIVIDUAL
Case Questions 60
Quiz 20
Midterm Exam 80
Class Participation 40

TEAM
Management Decision Cases 60
Marketing Plan Write-Up 100
Marketing Plan Presentation 40
TOTAL 400

Grading Scale
A 372 - 400  C- 280 - 291
A- 360 - 371  D+ 268 - 279
B+ 348 - 359  D 252 - 267
B 332 - 347  D- 240 - 251
B- 320 - 331  E 239 and below
C+ 308 - 319  Incomplete extenuating circumstances
C 292 - 307

This class will not be curved to penalize high average performance.
Examinations

Midterm Exam The midterm exam is Thursday, May 26th. The midterm centers on those topics covered up to the date of the examination and may include questions related to the lecture, discussion, guest speaker, textbook, and cases discussed in class.

Quiz The quiz is Monday, June 13th. The quiz is a short assessment of topics covered after the midterm examination and is not cumulative. It may include questions related to the lecture, discussion, textbook, and cases discussed in class.

Final Exam There is no formal final examination. In lieu of a final exam, you will be completing a group marketing plan over the course of the semester. This marketing plan will be discussed in more detail later, but will require the application of all of the topics covered during the course of the semester.

Class Participation

Your participation is essential to this class. You are expected to contribute to the class discussions through asking relevant questions, making relevant points, and/or answering questions posed in class. I will keep track of participation each class and average the score at the end of the course.

Note: Class participation points are often crucial in determining the overall grade. Therefore, you should try to make a contribution in the class discussions and try to earn these points.

HBS Cases

Case Write-ups Each student is required to hand in a case analysis on the day that the particular case is being discussed by the class. Write-ups must be turned in at the beginning of class. For each case, I will provide some questions and case specific instructions. Follow the directions and be prepared to discuss in class.

A Final Word about Cases Many of the cases used in this class may have been used before by other students here at UF, or by students at other universities. It will be considered a violation of the UF Honor Code to seek case-specific help from students who have previously studied the case, or to use outside solutions for the case. Any student who assists you would also be in violation.

Strategic Marketing Plan

Each team will submit a strategic marketing plan at the end of the semester (write-up due June 15th by 5:00 pm, presentations in class on June 16th). The strategic marketing plan will be based on a current marketing problem faced by an existing (actual) publicly traded firm (to ensure that financial data is available). The marketing plan write-up should not exceed 25 pages (excluding appendices), and should be structured in a manner similar to the other case write-ups. I will be available to meet with teams about their progress and any problems by appointment.

Strategic Plan Presentation Each team’s presentation of their marketing plan is the grand finale to the Marketing Management course. Each group will have approximately 35 minutes to present their plan to the class (depending on the number of groups). Presentations should start with a “Lay of the Land,” providing details about the chosen firm and the challenges facing this firm in the current environment. Following this brief overview (5-10 minutes), groups will present their
solution using the structure of a case study, examining the problem, identifying and comparing multiple strategic options, and culminating with the presentation of the recommended plan.

**Team Formation**
Teams will ideally all consist of 4 members, but due to variable class enrollment, teams might vary in size from 3 to 5 people. Teams will be largely self-selected, but I may have to modify these selections to meet the size requirement. When choosing a team, make sure that you choose people with whom you will be able to work efficiently and amicably. Teams will submit the names of their group members (and Team name) by the beginning of the second class. Students whose names are not submitted will be randomly assigned to one of the teams by me. If there are any people in the class whom you cannot work with for personal reasons, please send me an email to that effect, and I will make sure not to place you with that person if at all possible. These emails will be kept confidential.

**Peer Evaluation**
Because 50% of the grade in this course is based on group work, it is only fair to adjust the team grades based on each individual’s contribution to the group efforts. Obviously, the best judges of each member’s contribution to the group are the other team members.

With each team assignment turned in (or presented) case, each group member will turn in a team assessment where you “grade” your other group members. So if there are 5 people in your group, you would be ranking four. This is done by distributing 100 points among the group members. If all shared the work equally, each should get 25 next to their name. If some members contributed more, they should receive higher than average share (e.g., 30), and if members did not contribute, then they should receive lower than the average share (e.g., 20). These ratings will be summed across group members for each assignment, and this percentage will be multiplied by the team’s grade on a particular assignment.

**Student Feedback**
I try very hard to make each class as interesting and effective as it can be. I will have a formal midterm evaluation and the university course evaluation at the end of the course. However, I encourage you to give me constructive feedback on the course at anytime via email. If there is a particular subject within a topic you would like covered, please email me in advance, and I will try to accommodate if I can. Furthermore, if there is something I do that is either particularly effective or detrimental for your learning, please let me know so I can address it.

**Academic Honesty**
You are expected to follow the standards of the University of Florida with respect to academic honesty. When you enrolled at the University of Florida, you signed the following statement: “I understand that the University of Florida expects its students to be honest in all their academic work. I agree to adhere to this commitment to academic honesty and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the University.”

**Accommodations for Students with Disabilities**
Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the students who must then provide this documentation to the Instructor when requesting accommodation.
<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Hours</th>
<th>Lecture</th>
<th>Corresponding Chapters</th>
<th>Assignment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/9/2016</td>
<td>M</td>
<td>11:00AM-1:45PM</td>
<td>Syllabus &amp; Introduction</td>
<td></td>
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<tr>
<td>5/10/2016</td>
<td>T</td>
<td>12:30PM-1:45PM</td>
<td>Defining Marketing</td>
<td>K&amp;K 1</td>
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<td>5/11/2016</td>
<td>W</td>
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<td>K&amp;K 2</td>
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<td>11:00AM-1:45PM</td>
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<td>K&amp;K 4</td>
<td>Submit Groups &amp; Brands for Marketing Plan</td>
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<td>M</td>
<td>11:00AM-1:45PM</td>
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<td>K&amp;K 3</td>
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<td>12:30PM-1:45PM</td>
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<td>5/18/2016</td>
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<td>Individual Snapple Case Questions</td>
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<td>5/19/2016</td>
<td>R</td>
<td>11:00AM-1:45PM</td>
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<td>K&amp;K 6</td>
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<td>5/23/2016</td>
<td>M</td>
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<td>The Brand; Guest Speaker from Porsche Cars North America</td>
<td>K&amp;K 9</td>
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<td>5/24/2016</td>
<td>T</td>
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<td>K&amp;K 8, 10</td>
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<td>5/25/2016</td>
<td>W</td>
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<td>Starbucks Case Discussion; Midterm Review</td>
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<td>Individual Starbucks Case Questions</td>
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<td>MEMORIAL DAY</td>
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<td>Mountain Man Case Discussion</td>
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<td>Team Mountain Man Case Questions</td>
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<td>6/6/2016</td>
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<td>Product Strategy, New Product Development</td>
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<td>Subject</td>
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<td>Quiz</td>
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<td>6/14/2016</td>
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<td>12:30PM-1:45PM</td>
<td>Retailing</td>
<td>K&amp;K 16</td>
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</tbody>
</table>
| 6/15/2016|W    | 11:00AM-1:45PM   | No Class           | Preparation for Marketing Plan and Presentation
|          |     |                  |                    | Marketing Plan (due by 5:00PM) |
| 6/16/2016|R    | 11:00AM-1:45PM   | No Lecture         | Marketing Plan Presentation Day |
APPENDIX I: RECOMMENDATIONS ON GROUP ORGANIZATION

Part of the point of stressing group work is to encourage you to practice working with a team. In your career, you are often expected to work with many different types of people and sometimes, with people that you don’t necessarily get along with well. Therefore, I expect all disputes and grievances to be handled within a group. It is critical to decide in your first meeting and clarify the expectations of the group in terms of attendance, timeliness, responsibility, and quality of work. The group’s policy towards peer evaluation also should be discussed. The role of peer evaluation in adjusting individual grades is intended to help group members to meet the group’s expectations in terms of allotted responsibility. Given different class schedules sometimes it may be difficult to have 100% attendance in group meetings. In such cases it is the responsibility of the absent group member to contact the group in advance, provide comments on the meeting topics, and later get apprised of the meeting details and work allocations. I understand that there will be leaders as well as laggards within a group. It is up to the group to deal with the laggards – the ultimate “stick” could be a poor peer evaluation grade. However, I would urge the group to act in a proactive constructive manner with regards to laggards in the group. In the extreme case (which is highly unlikely), if you are a part of a group that is completely dysfunctional because a majority of the group members are not participating, please tell me as soon as possible.

Last Comment: Your group is heterogeneous with respect to skills. In many situations, team members with superior skills in a given area will become frustrated with a team member having lesser skills in that area. The tendency is to say "Let me do that, fool!" or for each member to perform the same role for each case. This is not a good idea. This is school. We are learning. Be patient. Teach each other. Give everyone in your group the opportunity to develop their skills. I agree that this may not necessarily maximize your grade, but it will maximize learning for both those offering and receiving help.
FORMAT FOR MARKETING PLAN

EXECUTIVE SUMMARY

Problem 1:
   Description
   Recommendation

Problem 2:
   Description
   Recommendation

INDUSTRY OR MARKET SITUATION ANALYSIS (for existing Strategic Business Unit)

General Market Description
   A. Segments (Definition and Description)
   B. Benefits of Product
   C. Promotion
   D. Pricing
   E. Distribution
   F. Competition
   G. Trends

COMPANY SITUATION ANALYSIS (by Strategic Business Unit and Segment)
   A. Benefits
   B. Segments
   C. Targeting
   D. Positioning
   E. Products
   F. Sales
   G. Cost Structure
   H. Distribution
   I. Promotion

COMPETITIVE ANALYSIS (for each SBU/Segment)
   A. Benefits
   B. Segments
   C. Targeting
   D. Positioning
   E. Products
   F. Sales
   G. Cost Structure
   H. Distribution
   I. Promotion
SWOT
A. Strengths (Always list a minimum of five strengths)
1. ________________________________________________
2. ________________________________________________
3. ________________________________________________
4. ________________________________________________
5. ________________________________________________
B. Weaknesses (Always list a minimum of five weaknesses)
1. ________________________________________________
2. ________________________________________________
3. ________________________________________________
4. ________________________________________________
5. ________________________________________________
C. Opportunities (Always list a minimum of three opportunities)
1. ________________________________________________
2. ________________________________________________
3. ________________________________________________
D. Threats (Always list a minimum of five threats)
1. ________________________________________________
2. ________________________________________________
3. ________________________________________________
4. ________________________________________________
5. ________________________________________________

OPPORTUNITIES TO FURTHER CONSIDER (Threats make some opportunities unattractive)
1. ________________________________________________
2. ________________________________________________

OBJECTIVES, STRATEGIES, ACTION PLANS

OPPORTUNITY 1:
Numerical Objective

Strategy 1

Detail or Explanation if Necessary
Pros
Cons
Financial Analysis

Strategy 2
Detail or Explanation if Necessary
Pros
Cons
Financial Analysis

Recommendation
Rationale
Action Plan (What has to be done)

OPPORTUNITY 2:

Numerical Objective

Strategy 1

Detail or Explanation if Necessary
Pros
Cons
Financial Analysis

Strategy 2

Detail or Explanation if Necessary
Pros
Cons
Financial Analysis

Recommendation
Rationale
Action Plan (What has to be done)

OVERALL RECOMMENDATION
Note: The following is a list of topics that have strategies. You should create a list as we go through the semester.

Segmentation  Targeting  Positioning

Product  Pricing  Promotion

Distribution  Communication
Student Information Sheet

Please complete the information below and submit this sheet at the beginning of next class.

Name: ____________________  
UFID: ____________________  
Email: ____________________  
Tel: ____________________  
Year: __Junior __Senior  

Expected Graduation Date: ____________________

Please indicate the marketing courses have you taken:

Consumer Behavior ☐ professor: ____________________

Marketing Research ☐ professor: ____________________

Other (please list) ____________________

Briefly explain any work experience:

What areas in marketing interest you the most and why?

What areas in marketing do you consider to be your weakest areas of knowledge?

What are your plans after graduation?

Tell me something interesting about you (experience, hobbies etc.)

Feel free to make additional comments on the reverse side of this page.