

PERSONAL INFORMATION FORM
(Submit on or before September 2)

Name:

Major(s):

School (exchange students list your home institution):

e-mail:

Telephone:

Attach/Paste Recent
Photograph

Marketing Courses Completed:

Internships / Work Experience:

Career Objectives:

 Immediate:

 Ten years:

What do you expect from this course?

Any other comments or information that you want your instructor to know in advance, e.g., absences on specific dates because of religious observance, athletic or extracurricular activities, important family reasons. Also if you have scholarship maintenance requirement, grade or higher education objective, etc. Use the reverse page if needed.

FALL 2016
MAR 4803: MARKETING MANAGEMENT
SYLLABUS AND COURSE DETAILS

Prof. Debanjan Mitra
255D Stuzin Hall
352-273-3284
deb.mitra@warrington.ufl.edu

CLASS HOURS: Section 6791 (Tuesday and Thursday 11:45 a.m. to 1:25 p.m. HVNR 230)
Section 23A4 (Tuesday and Thursday 1:55 p.m. to 3:35 p.m. HVNR 230)

COURSE WEBSITE: Accessible through e-learning <https://elearning2.courses.ufl.edu/portal>

I. OVERVIEW OF THE COURSE

Marketing Management will be the highlight of your academic endeavors here at the University of Florida. The course is research-intensive, group-oriented, and comprehensive. The first half of the course is designed to provide you with an overview of the tools needed to analyze strategic business problems. In the second half of the course, you will be asked to make strategic marketing decisions by applying these tools along with all of the concepts and skills you have learned in your previous marketing, accounting, and finance courses. You will be asked to read cases and identify problems and opportunities, to develop a strategy for solving these problems or exploit these opportunities, to communicate these potential solutions using both verbal and written formats, and to critique the solutions provided by your peers.

WHAT I EXPECT. I expect you to eat, drink, and breathe 'marketing' for the next 16 weeks. You will discuss the latest business and marketing issues that are reported in publications like *Wall Street Journal*, *Business Week* and *New York Times Business Section*. You will be required to use Lexis/Nexis and ProQuest (on-line databases accessible through www.uflib.ufl.edu/databases.html), Excel (Spreadsheet), PowerPoint (Presentation Package), and a variety of library information sources (e.g., Financial Data, Simmons, Market Factbook, etc.) to solve your cases and present your analyses for the marketing plan. Your analyses will require frequent group meetings, efficient allocation of tasks among group members, responsible performance of these task assignments by members, ability to quickly synthesize the findings reported by members, and the communication of your solutions in an efficient and effective manner. The semester will end with the submission of a strategic plan for a marketing initiative in an assigned business unit.

WHAT I PROVIDE. I will be fair to all students, be accessible, supportive, and provide early feedback. My objective is to ignite an interest within you regarding the practice of strategic decision-making in marketing. Towards this goal, I will be willing to give you, or your team, a significant amount of individual attention. I will do anything in my power to maximize your learning. My only request is that you respect my rights as a busy professional. I expect to see you often, but I also expect that you will be well prepared every time you visit my office. This means that you will have written down your questions if your problem involves a case analysis, performed a Lexis search if your question is about a company or employment opportunities, written a rough draft if you require a letter of recommendation, etc.

II. COURSE MATERIALS.

1. Course pack PART A (approx.. \$50) and PART B (Approx. \$60): Available at Target Copy
2. Recommended Textbook (BUT NOT REQUIRED):
ANALYSIS FOR MARKETING PLANNING by Lehmann and Winer,
7th Edition: McGraw Hill. 5th or 6th editions may also be worthwhile and used copies should be available at shipping only cost from Amazon Marketplace.

III. OFFICE HOURS

By appointment, Friday 9:30 p.m. - 11:30 p.m.
By e-mail.

IV. TYPES OF CLASSES

Every class will start with a 5-10 minute discussion of the current happenings in the business world that are relevant to marketing. This part of the class will be informational and non-evaluative. People with a speaking phobia should use this time to get over their inhibitions. There will be five different class period formats:

Introduction and Wrap-up (2 classes): These lecture-based classes will be devoted to explain the administration of the course, syllabus, and introduction to the course, a quick recap of management concepts learned in earlier courses, the structure of a marketing plan, and finally a wrap-up of the course.

Analysis Tools (10 classes): These lecture-based classes provide an overview of the tools you will need to successfully analyze a case or write a strategic plan.

Case Discussions: (10 classes): These interactive classes will focus on a discussion of assigned case studies, classic and current. The classic case study discussions will be led by me (NHL, TiVo, Calyx and Corolla, Optical Distortion). This means that I will work on the required analysis and presentation while getting the class involved in the discussion process. The six newer case discussion classes will be led by groups, one of which will present the case analysis and the others will submit a one-page brief on the identified problem/ opportunity and potential alternatives (no analysis required). Each of the non-presenting group will discuss in class their identified alternatives in the spirit of aiding the presenting group's analysis and, eventually, its marketing plan. I will expect each student to read the case carefully. To evaluate whether you have read the case carefully, every case discussion class will be preceded by a quiz in Canvas (e-learning).

Advising: (3 classes) These classes involve individual meetings with groups that will help you to proceed on your case presentation and marketing plan term project. These meetings also allow me to provide feedback on your progress.

Plan Presentation: (2 classes) This class is used by groups to present their chosen strategy and implementation detailed in the group's marketing plan.

Examination and Review: (2 classes) The exam will be based on concepts learned in the course and discussed in the course readings. There will be a review of the exam done in class.

V. **GRADING AND EVALUATION**

Grading will consist of the following components:

INDIVIDUAL

Exam	30
Case Discussion Quiz (1point X 10 cases)	10
Class Participation	10

GROUP

Case Briefs (2 points X 5 cases)	10
Case Presentation	10
Marketing Plan and Presentation	30

TOTAL	100
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Exams: Exam 1 will be based on an understanding of the analyses concepts in the lectures and Harvard Notes in the course pack. Questions in this exam will be multiple choice-type. Exam 2 will be based on an understanding of the specific analyses methods discussed in class and applied in the case studies. Questions will be primarily short answer type. However, there will be no need to memorizing facts from case studies. In the exam review classes, I will be discussing the exam in more detail.

Class Participation: You are expected to contribute to the class discussions through asking a relevant question, making a relevant point, answering a question posed in the class, etc. There may be an open-book surprise quiz at the end of a case discussion. Scores in this quiz as well as contributions to class discussions will count as class participation.

Case Presentations: Each group will be required to present an assigned case. The 1 hour exploratory presentation should include Powerpoint slides. Involving the class makes a presentation credible and will get extra points. Following the presentation, it will be an open house discussion that will also contribute as well as a critique the presenting group’s analysis and strategy.

Case Briefs: Each non-presenting group will be required to submit a single page brief that will include (i) the problem/ opportunity identified, and (ii) the strategic alternatives. No analysis details are required in this brief. Briefs are to be submitted before the start of the class. After each presentation, the non-presenting groups will discuss the alternatives mentioned in their brief. Presenting groups can make use of these alternatives in their strategic marketing plan.

Strategic Marketing Plan: You will be asked to submit a strategic marketing plan at the end of the semester. The strategic marketing plan will be related to the business unit on which a group has done its case presentation, i.e., Red Bull, Priceline.com, Sony PlayStation, Southwest Airlines, Skype, and Netflix. In addition to the basic details available in the case, groups may need to supplement this information with recent news items in business publications and newspapers as well as accounting information in the annual/ quarterly reports. This information can be found in the different databases available online through the library (e.g., EBSCO, Proquest, etc.). Publicly available databases like Wikipedia, Google Finance, News and Archives are useful as well.

Groups will brainstorm using analysis and methods introduced in class and arrive at the recommended strategy. They will then implement the strategy using different marketing mix elements. Separate advising sessions with me have been scheduled for strategy as well as implementation exercises. Obviously, groups that will be more prepared before meeting with me will have an advantage over others. The final plan write-up should not exceed 20 pages (excluding appendices) and should be appropriately structured (i.e., as discussed in the class).

Strategic Marketing Plan Presentation: This is the grand finale of the course. Each group will present the alternatives considered, the analyses, chosen strategy, and its marketing implementation through a 15 minute presentation during the last class. They will also submit a hard copy of their presentation.

Peer Evaluation: Since 50% of the course grade is based on group performance, it is fair to adjust the grade based on an individual's contribution to the group efforts. Obviously your peers within the group will be the best judge of your efforts. Before the last plan advising session, I will email a peer evaluation form in which you will distribute a total of 100 points among the group members (apart from you) that should reflect the individual's contribution to the group's output. You can email me back the form or hand me over the form (sealed in an envelope to ensure confidentiality) personally during the plan advising session. The peer evaluation will be used by me to adjust the total group grade among the individuals.

Note: Peer Evaluation is an important part of the overall evaluation process in this course. Hence, I request you to be as fair as possible. Fairness does not mean equality - it means that your distribution should give higher score to individuals who has worked harder than others and a lower score to those who have been deficient. The key determinant is whether an individual has performed all activities (including attendance and contribution) as expected by the group.

Make-up Credit Assignment: This assignment is optional. It is meant to help you in making up for the weakest component of your grade up to a maximum of 20 points. For example, if you score poorly in the exam, a good performance in the optional assignment can be used to **substitute** 2/3 of your exam score. It is the same for the other components of the course. Note that that the maximum number of points in the optional assignment is 20. It is also NOT extra credit, it substitutes a poor performance on a course component.

Grading Distribution: The average grade for my previous classes has been around B/B+. However, I do not curve to penalize a well performing class.

>95	A
>90 and ≤95	A-
>80 and ≤90	B+
>70 and ≤80	B
>60 and ≤70	C+
>50 and ≤60	C
<50	D+

VI. GROUP FORMATION

In the first class, I will randomly appoint interim group leaders. These interim group leaders will

interact with the rest of the class, recruit their own group, and submit the names of group members by the end of the first class. Students whose names are not part of these groups will be randomly allotted to a group by me. I will circulate the final list of groups on Sept 2.

VII. CLASS SCHEDULE

Date	Topic	Text
23-Aug	NO CLASS	
25-Aug	Syllabus Team Formation	We're spent – Leonhardt
30-Aug	Marketing, Strategy Situation Analysis I	Broadening the concept of Marketing – Kotler and Levy Does good marketing cause bad unemployment – Shugan Situation Analysis (Harvard note in course-pack)
1-Sep	Situation Analysis II Due: Personal Info Form	Situation Analysis (Harvard note in course-pack)
6-Sep	National Hockey League	Read case Case Quiz due one day before class
8-Sep	Innovation and Differentiation	Marketing input and innovation strategy (Harvard note in course-pack) Discovering new points of Differentiation – McMillan and McGrath
13-Sep	TiVo	Read case Case Quiz due one day before class
15-Sep	Segmentation and Targeting	A Note on Customer Market Segmentation (Harvard note in course-pack)
20-Sep	Customer Analytics	Customer Profitability and Lifetime Value (Harvard note in course-pack)
22-Sep	Positioning	Positioning – the essence of Marketing Strategy (Darden note in course-pack) Conjoint analysis (Harvard note in course-pack)
27-Sep	Calyx and Corolla	Read case Case Quiz due one day before class
29-Sep	Pricing	Principles of Pricing (Harvard note in course-pack)
4-Oct	Behavioral Pricing	Note on Behavioral Pricing (Harvard note in course-pack)
6-Oct	Optical Distortion	Read case Case Quiz due one day before class
11-Oct	Advertising and Communication	Integrated Marketing Communications (Harvard note in course-pack)
13-Oct	Exam Review	

Date	Topic	Text
18-Oct	Search Advertising (NOT INCLUDED IN EXAM)	No readings
20-Oct	Exam	
25-Oct	Team Advising on Case Presentation Teams # Red Bull, Priceline.com, Sony PlayStation	
27-Oct	Team Advising on Case Presentation Teams # , Southwest Airlines, Skype, Netflix	
1-Nov	Team presentation: Netflix Other Teams: Submit Brief	Read case Case Quiz due one day before class
3-Nov	Team presentation: Skype Other Teams: Submit Brief	Read case Case Quiz due one day before class
8-Nov	Team presentation: Southwest Airlines Other Teams: Submit Brief	Read case Case Quiz due one day before class
10-Nov	Team presentation: Red Bull Other Teams: Submit Brief	Read case Case Quiz due one day before class
15-Nov	Team presentation: Priceline.com Other Teams: Submit Brief	Read case Case Quiz due one day before class
17-Nov	Team presentation: Sony PlayStation Other Teams: Submit Brief	Read case Case Quiz due one day before class
22-Nov		
29-Nov	Wrap-up	
1-Dec	Team Advising	
6-Dec	Team Strategy & Plan Presentation	
8-Dec	Team Strategy & Plan Presentation	
12-Dec	Make-up Credit Assignment Due	

FORMATS FOR CASE STUDIES

SUMMARIZING A CASE

This is a recommended format for summarizing a case study prior to group discussion and analyses. Use this format only as an aid to summarize and discuss— **NOT** as a format to present. Since, each case is different and the analysis format is general, there are items in the format that may not be relevant for a particular case. List the information under each heading as you find it in the case. Be sure to write the page # and paragraph in parentheses next to each piece of information you record. This will help you considerably when discussing the case with your group or in class.

CONTEXT AND CUSTOMER ANALYSIS

General Market Description

A. Segments (Definition and Description)

B. Benefits of Product

C. Promotion

D. Pricing

E. Distribution

F. Competition

G. Trends

COMPANY AND COMPETITION ANALYSIS

A. Benefits

B. Segments

C. Targeting

E. Positioning

F. Products:

G. Sales

H. Cost Structure

I. Distribution

J. Promotion

SWOT

STRENGTHS (Always list a minimum of five strengths)

1. _____
2. _____
3. _____
4. _____
5. _____

WEAKNESSES (Always list a minimum of five weaknesses)

1. _____
2. _____
3. _____
4. _____
5. _____

OPPORTUNITIES (Always list a minimum of three opportunities)

1. _____
2. _____
3. _____

THREATS (Always list a minimum of five threats)

1. _____
2. _____
3. _____
4. _____
5. _____

OPPORTUNITIES TO FURTHER CONSIDER

1. _____
2. _____

Objective, Strategies, Action Plans

OPPORTUNITY 1:

Numerical Objective

Alternative 1

Detail or Explanation if Necessary

Pros

Cons

Financial Analysis

Alternative 2

Detail or Explanation if Necessary

Pros

Cons

Financial Analysis

Strategy Recommendation

Rationale

Action Plan (What has to be done)

OPPORTUNITY 2:

Numerical Objective

Alternative 1

Detail or Explanation if Necessary

Pros

Cons

Financial Analysis

Alternative 2

Detail or Explanation if Necessary

Pros

Cons

Financial Analysis

Strategy Recommendation

Rationale
Action Plan (What has to be done)

Overall Recommendation

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

Segmentation

Targeting

Positioning

Product

Pricing

Promotion

Distribution

Communication

CASE BRIEF WRITE-UP FORMAT (limited to 1 page single-spaced)

1. **Executive Summary:** State case situation in brief (2-3 sentences) and strategic objective of the business unit.
2. **Problem/ Opportunity Identification:** Identify two or more problems/ opportunities of the business unit
3. **Alternative generation:** Each problem/opportunity must be accompanied by two or more strategic alternatives.

Deadline: Case briefs should be handed in at the beginning of the class in which a case is to be discussed. If not submitted in time, your report will not be graded and the group will get a zero grade. No exceptions.

RECOMMENDATIONS ON GROUP ORGANIZATION

7 Case briefs (5 case briefs for Sec 6727) will need to be submitted during the semester plus one case to be presented by each group. In addition a strategic marketing plan needs to be developed and presented. There are 4 to 5 people in a group. Thus, each person should take primary responsibility for at least two case briefs plus one activity for the group's strategic marketing plan as follows.

Case Preparation (1 person): This person will read the case while at a computer. S/he will do the situation analysis and SWOT analysis as s/he reads the case and type the information into the computer. This will take from one to four hours, but will allow the group to have a well-organized, printed copy of the first part of the analysis when they meet.

Additional Research (1 person): This person responsible for gathering secondary data. It is best to divide this task into four areas:

- 1) Situation Analysis: Industry and Market (Datadisk, S&P Industry Surveys, Simmons, Market FactBook)
- 2) Situation Analysis: Competitive (Investext, S&P Industry Surveys)
- 3) Company Analysis: (Lexis)
- 4) Strategies: (Lexis)

Analysis and Strategy Plan (2 persons): These people are responsible for reading the case, formulating at least one objective, listing possible strategies, and gathering secondary data. The most efficient teams have each of the four secondary members formulate objectives and list strategies on a disk. This allows each member to distribute a printed copy of their ideas as they make a five minute presentation to the rest of the group. Most groups do not make comments until after all members have presented their ideas. In most cases, the groups pick the two best ideas and works with them. Someone can update the computer files while the discussion is occurring.

Again, it is to beneficial to have written something on disk prior to the meeting. For example, the person that is responsible for the secondary data collection on the Industry and Market should have her/his comments listed in a file so the primary member can easily cut and paste these comments into a

document.

Report Writing (1 person): This is the most difficult task -- integrating the comments of all the group members into a well written case.

Disputes and Grievances: As mature members of a group, 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 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 of a *majority* of the group members not participating, please intimate me as soon as possible.

P.S: 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!" **WRONG** This is school. We are learning. Be patient. Teach. Give everyone in your group the opportunity to develop their skills.

PRESENTATIONS

Presentations are designed to sharpen your verbal and critiquing skills. Each case will have several alternative opportunities for the focal firm, each of which may be achieved through alternative strategies. Following the structure of the case analysis, groups will recommend the ‘best’ strategy to achieve an objective. Each group will make a 55-60 minute presentation of the background, situation analysis, alternatives, and recommendations for a particular firm. Finally, the class will have a chance to discuss in view of the group’s presentation, ask questions and comment on the group’s plans and the group will have an opportunity to respond. The presenting group will submit a handout of the Powerpoint slides and any supporting documents or objects (e.g. props, etc.) that I need to know while evaluating its performance.

A. TEAM EXPLORATORY PRESENTATION

The presentation must consist of the following parts in the order suggested:

1. Summary of the team’s interpretation of the strategic situation facing the focal firm. (5-6 minutes)

You need to communicate the nature of the problem or opportunity facing the firm in simple strategic terms.

- Who is competitively advantaged or disadvantaged?
- Who is attacking or defending?
- What is the form of the strategic problem? (ex: product being commoditized, distribution channels gaining strength, customer preferences changing, etc.)

2. Present relevant facts of the firm and its competitive situation (10-12 minutes)

Break it down in terms of the case facts, usually historical, and current facts. Categorize facts in terms of the 4 Cs, using frameworks like Porters 5 Forces

3. Analyses of the that led the team to interpret the situation as it did and to choose the recommendations it made. (12-15 minutes)

Analyze the facts and present insights and ideas. Concepts like industry evolution, competitive advantage, attractive new markets, etc. belong here. The presentation in this part is to be neutral and even-handed.

4. The range of strategic alternatives available to the firm (ex: decision tree). (10-12 minutes)

In this section, you present the range of the strategic alternatives available to you (not every variation but those that are conceptually different such as “flight or fight”, “competition or cooperation”, “product performance or price”. Use of a decision tree incorporating the key strategic choices for the focal firm is required in this section.

5. Recommendation for one of those alternatives, and the supporting argument. (7-8 minutes)

In this section you present your recommendation and the major arguments that support the recommended strategy as well as the risks of which the board should be aware. By this time your recommendation and the major forces driving you to that recommendation should be clear to the audience. Your task is to pull together the logic of your actions and convince the audience that they too should come to the same conclusions. One way to argue is to point to the fact that the strategy is built on sound principles (ex: pitting our strength against our competitor’s weakness). A second way is to point out the benefits of the recommended course of action versus other courses of action. This includes comparing the probability of

success, the estimated competitive risk and vulnerability, the expected value based on these probabilities, the range of probable IRRs (or NPVs) and cash flows for the different alternatives.

6. Q & A (30-35 minutes)

This is not meant to be a critique session. However, arguments are welcome both from the team and the rest of the class. The tone should be constructive and the idea is to brainstorm and arrive at insights that only group discussions can bring about.

B. FINAL MARKETING STRATEGIC PLAN PRESENTATION

The duration of this presentation is 15 minutes. There is no set format for this presentation and the group is free to structure it. The grades will be determined by how well the group could convince the efficacy of the strategy, present details on the implementation of the strategy, and creativity. The last part is crucial and is not covered in the earlier team presentation.

SOME TIPS FOR PRESENTATION:

1. In the case strategy presentation, let all team members participate in some form. In the plan presentation, because of the paucity of time, there is no need for a group to involve everyone in the presentation.
2. Maximum presentation time (i.e., 60 minutes for team exploratory presentation and 15 minutes for team strategic plan presentation) is sacred. I may stop your presentation even if you are not done.
3. While presenting, no reading allowed. Don't even think about note cards. If you read, I may stop you..
4. Make the slides work for you - put the key message of the slide in its title. Use bullet points and lead-in phrases that help you to remember.
5. Make the logical flow of your presentation clear to your audience upfront. "First I will show you this ... and then, in the second section, Tom will demonstrate ..."
6. Practice, practice, practice. Much of your future will depend on presentation skills.
7. Don't depend on spontaneous remarks. Plan everything in advance.
8. Drag a piece of bait that may lead your classmates (or your boss, in future) to ask a question to which you can reply "Glad you asked..."
9. Use a pointer and remember the three Ts: Touch, Turn, Talk. But do not conduct an orchestra with the pointer.
10. Keep slides simple and focused. Don't write too much. When your audience starts reading the slides they actually stop seeing and listening to you.
11. Don't use adjectives without numbers. Words like large, tremendous, fast, etc. can mean anything depending on one's viewpoint.

C. MARKETING STRATEGIC PLAN GENERAL OUTLINE

I. EXECUTIVE SUMMARY:

(Note: This part should be written up after you finalize all other sections of the write-up)

A one page synopsis of the project providing the firm's:

- i) Current strategy,
- ii) Competitive advantage and market opportunities,
- iii) Recommended strategy with a very brief (2-3 lines) explanation, and
- iv) Principal marketing programs to implement recommended strategy

II. STRATEGY AUDIT:

A. Category/ Competitor definition

B. Context Analysis

- (i) Aggregate market factors
 - (a) Category Size
 - (b) Category growth
 - (c) Stage in PLC
 - (d) Sales cyclicity/ seasonality
 - (e) Category profitability

- (ii) Five Forces
 - (a) Threat of new entrants/ exits
 - (b) Bargaining power of buyers
 - (c) Bargaining power of suppliers
 - (d) Pressure from Substitutes
 - (e) Category rivalry

- (iii) Environmental factors
 - (a) Technological
 - (b) Political
 - (c) Economic
 - (d) Regulatory
 - (e) Social

C. Company and Competitor Analysis

- (i) Product features (company vs. competition)
- (ii) Competitive advantage
 - (a) Ability to conceive and design new products
 - (b) Ability to produce or deliver
 - (c) Ability to market
 - (d) Ability to finance

D. Customer Analysis

- (i) Who are the customers
- (ii) What do they buy and how do they use

- (iii) Where do they buy
- (iv) When do they buy
- (v) How do they choose (between alternatives)
- (vi) Why they prefer
- (vii) How do they respond to marketing programs
- (viii) Based on (i)-(vii), what are the potential customer segments

III. ALTERNATIVES AND RECOMMENDED STRATEGY

- (i) SWOT
- (ii) Competitive advantage
- (iii) Attractive opportunities that merit consideration
- (iv) Analyses of alternatives
- (v) Recommended strategy

IV. PRODUCT AND PRICING PLAN

- (i) Target Segments
- (ii) Product/ Service Features
- (iii) Positioning
- (iv) Pricing
- (v) Marketing Budget and statements

V. SUPPORTING MARKETING PROGRAMS

- (i) Integrated communications plan (explain how pricing, packaging, PR and promo convey the same)
- (ii) Advertising (Traditional Media/ Internet)
- (iii) Sales promotion
- (iv) Distribution channels and other partners
- (v) Customer Relationship Management (Word of Mouth/ Social Network)
- (vi) Web site

VI. MONITORS AND CONTROLS/ CONTINGENCY PLANS

- (i) Metrics to monitor strategy implementation performance
- (ii) Required Marketing Research
- (iii) Alternative strategies

DETAILS OF CLASS PARTICIPATION

Note: This form is to be submitted by attending students after each case discussion class. If you did not make any point in the class or did not get a chance to speak, fill in your name and submit the form blank. Please refer to the syllabus for more details.

CASE: NHL

Date:

Name:

UFID:

Section:

Points that YOU made in Class (not what others made and not what you thought but did not speak)

1.

2.

3.

4.

5.

DETAILS OF CLASS PARTICIPATION

Note: This form is to be submitted by attending students after each case discussion class. If you did not make any point in the class or did not get a chance to speak, fill in your name and submit the form blank. Please refer to the syllabus for more details.

CASE: TiVo

Date:

Name:

UFID:

Section:

Points that YOU made in Class (not what others made and not what you thought but did not speak)

1.

2.

3.

4.

5.

DETAILS OF CLASS PARTICIPATION

Note: This form is to be submitted by attending students after each case discussion class. If you did not make any point in the class or did not get a chance to speak, fill in your name and submit the form blank. Please refer to the syllabus for more details.

CASE: Calyx and Corolla

Date:

Name:

UFID:

Section:

Points that YOU made in Class (not what others made and not what you thought but did not speak)

1.

2.

3.

4.

5.

DETAILS OF CLASS PARTICIPATION

Note: This form is to be submitted by attending students after each case discussion class. If you did not make any point in the class or did not get a chance to speak, fill in your name and submit the form blank. Please refer to the syllabus for more details.

CASE: Optical Distortion

Date:

Name:

UFID:

Section:

Points that YOU made in Class (not what others made and not what you thought but did not speak)

1.

2.

3.

4.

5.

DETAILS OF CLASS PARTICIPATION

Note: This form is to be submitted by attending students after each case discussion class. If you did not make any point in the class or did not get a chance to speak, fill in your name and submit the form blank. Please refer to the syllabus for more details.

CASE: Skype

Date:

Name:

UFID:

Section:

Points that YOU made in Class (not what others made and not what you thought but did not speak)

1.

2.

3.

4.

5.

DETAILS OF CLASS PARTICIPATION

Note: This form is to be submitted by attending students after each case discussion class. If you did not make any point in the class or did not get a chance to speak, fill in your name and submit the form blank. Please refer to the syllabus for more details.

CASE: Priceline.com

Date:

Name:

UFID:

Section:

Points that YOU made in Class (not what others made and not what you thought but did not speak)

1.

2.

3.

4.

5.

DETAILS OF CLASS PARTICIPATION

Note: This form is to be submitted by attending students after each case discussion class. If you did not make any point in the class or did not get a chance to speak, fill in your name and submit the form blank. Please refer to the syllabus for more details.

CASE: Netflix

Date:

Name:

UFID:

Section:

Points that YOU made in Class (not what others made and not what you thought but did not speak)

1.

2.

3.

4.

5.

DETAILS OF CLASS PARTICIPATION

Note: This form is to be submitted by attending students after each case discussion class. If you did not make any point in the class or did not get a chance to speak, fill in your name and submit the form blank. Please refer to the syllabus for more details.

CASE: Red Bull

Date:

Name:

UFID:

Section:

Points that YOU made in Class (not what others made and not what you thought but did not speak)

1.

2.

3.

4.

5.

DETAILS OF CLASS PARTICIPATION

Note: This form is to be submitted by attending students after each case discussion class. If you did not make any point in the class or did not get a chance to speak, fill in your name and submit the form blank. Please refer to the syllabus for more details.

CASE: Sony Play Station

Date:

Name:

UFID:

Section:

Points that YOU made in Class (not what others made and not what you thought but did not speak)

1.

2.

3.

4.

5.

DETAILS OF CLASS PARTICIPATION

Note: This form is to be submitted by attending students after each case discussion class. If you did not make any point in the class or did not get a chance to speak, fill in your name and submit the form blank. Please refer to the syllabus for more details.

CASE: Southwest Airlines

Date:

Name:

UFID:

Section:

Points that YOU made in Class (not what others made and not what you thought but did not speak)

1.

2.

3.

4.

5.

PART A: TOPIC NOTES	
510079-PDF-ENG	Marketing Analysis Toolkit: Situation Analysis
508090-PDF-ENG	Marketing input and innovation strategy
579055-PDF-ENG	A Note on Customer Market Segmentation
503019-PDF-ENG	Customer Profitability and Lifetime Value
UV1425-PDF-ENG	Positioning – the essence of Marketing Strategy
590059-PDF-ENG	Conjoint Analysis: A Manager's Guide
506021-PDF-ENG	Principles of Pricing
599114-PDF-ENG	Note on Behavioral Pricing
599087-PDF-ENG	Integrated Marketing Communications

PART B: CASE STUDIES	
596059-PDF-ENG	Marketing the National Hockey League
501038-PDF-ENG	TiVo
592035-PDF-ENG	Calyx and Corolla
575072-PDF-ENG	Optical Distortion, Inc. (A)
714401-PDF-ENG	Red Bull
TB0333-PDF-ENG	Southwest Airlines
508076-PDF-ENG	Sony PlayStation 3: Game Over?
EC37-PDF-ENG	Skype Technologies, S.A.
316177-PDF-ENG	The Priceline Group: Booking A Place For The Future
909M93-PDF-ENG	Netflix