

Marketing Management

(MAR 4803/Section 3827)

Syllabus - Spring 2017

Instructor: Jihwan Moon
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Office: 249E Stuzin Hall

Class Hours: Monday, Wednesday: 4:05 p.m. ~ 06:00 p.m. (Heavener Hall 250)

Office Hours: By appointment

Purpose of the Course

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 three 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) Helping you to refine your decision making skills as a marketing manager and your ability to support these decisions both verbally and in written format. In order to accomplish these goals, the course will utilize multiple methods of instruction, including discussion based lectures, case studies, and group problem solving.

Instructor's Expectations

The purpose of the marketing management course is to prepare students for careers in marketing. As such, attendance is essential to success in this course. Students 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. Attendance is also required for group projects, as certain activities will require frequent group meetings, efficient division of labor among group members, and group management. 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.

Accommodations for Students with Disabilities

Students requesting classroom accommodation need to first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the students who shall then provide this documentation to the Instructor when requesting accommodation.

Course Materials

- Textbook (not required): Marketing Management, by Kotler and Keller (any edition).
- Case Study pack (Available at Target Copy)

Grading and Evaluations

Group

7 Case Studies (10 points each)	70 (7×10)
Marketing Project Presentation	40

Individual

Midterm Exam	40
Final Exam	40
Class Participation	10

<u>Total</u>	200
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Grading Scale

A	180-200
A-	160-179
B+	140-159
B	130-139
B-	120-129
C+	110-119
C	100-109
C-	90-99
D+	80-89

Case: Performance will be based on the 2 roles of a team: presentation team and management team. 4 parts are evaluated: As a presentation team: (1) Ideas in the slides, (2) presentation skills, (3) question handling; and as a management team: (4) insightfulness of questions.

Marketing project presentation: Presentations should provide details about the chosen firm and identify the challenges facing this firm in the current environment. Following this brief introduction, groups will present their solution. I will be available to meet with teams about their progress and any problems by appointment.

Midterm and final exam: Questions will be multiple choice and short answer types, based on an understanding of the marketing concepts and specific analysis methods discussed in class and applied in the case studies. I will be discussing more details in class.

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.

If you have any questions, concerns or need any help, do not hesitate to send me an email or discuss it with me in person.

Class Schedule

Date	Day	Lecture	Due
Jan 4	W	Introduction	
Jan 9	M	Defining Marketing	Student Information Form
Jan 11	W	Market Research	
Jan 16	M	Holiday (No Class)	
Jan 18	W	Segmentation and Targeting	
Jan 23	M	Positioning	
Jan 25	W	Career Showcase (No Class)	
Jan 30	M	Case 1: Snapple	Case Report 1
Feb 1	W	Branding	
Feb 6	M	Case 2: Mountain Man	Case Report 2
Feb 8	W	Satisfaction, Customer Lifetime Value	
Feb 13	M	Case 3: Starbucks	Case Report 3
Feb 15	W	Product Strategies	
Feb 20	M	Case 4: Calyx and Corolla	Case Report 4
Feb 22	W	Group Advising (No Class)	
Feb 27	M	Midterm Exam Review	
Mar 1	W	Midterm Exam	
Spring Break			
Mar 13	M	Pricing	
Mar 15	W	Case 5: Reed Supermarket	Case Report 5
Mar 20	M	Group Advising (No Class)	
Mar 22	W	Marketing Communications 1	
Mar 27	M	Case 6: Microsoft Search	Case Report 6
Mar 29	W	Marketing Communications 2	
Apr 3	M	Case 7: Ford Fiesta	Case Report 7
Apr 5	W	Preparation for Project (No Class)	
Apr 10	M	Project Presentation 1	
Apr 12	W	Project Presentation 2	
Apr 17	M	Final Exam Review	Project Report
Apr 19	W	Final Exam	