

PROBLEMS AND METHODS IN MARKETING MANAGEMENT (MAR 5806)

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Office Hours: M&W 12:30-1:30 (and most other times when not in class)

Materials: Cases/Readings (on-line & Target Copy Center)
Class Notes (TBD in class)
Business Articles (TBD electronically)

Format: The assumption in this course is that you are relative novices with respect to marketing and that this may be the only marketing class you take. To achieve the AoL goals and objectives listed below, there is a considerable lecture/reading component to the course. We will also engage in some limited case analysis to hone your decision skills further. If you are diligent and good humored, this course should be enjoyable and informative—regardless of your core area of business interest.

You should be aware that this course deviates somewhat from traditional core marketing courses by adopting a strategic perspective. Whereas most core marketing courses focus on the “nuts and bolts” of classic marketing tactics (i.e., product, price, promotion, and distribution), we will emphasize issues that relate to sustainable competitive advantage. We will consider the tactical side as well, but from a strategic perspective whenever possible.

Expectations: We will adhere to the Student Performance and Accountability guidelines. Please make special note of the following:

- ◆ Routine and punctual attendance is the norm.
- ◆ Electronic devices may not be used during class time.

Evaluation: There will be two formal exams on the dates indicated. These exams will be largely objective in nature, dealing with the readings and class notes but not the cases. The intent is to provide an incentive to read the materials carefully and thoughtfully. Together, these exams will constitute the entirety of your grade—*unless your case analyses are disappointing*.

ASSURANCE OF LEARNING

Each program at the Warrington College of Business Administration has developed goals and objectives that express the most valued skills and knowledge that students should be able to demonstrate upon completion of the total learning experiences in that program. The following MBA program goals and objectives are specifically mapped to MAR5806.

Learning Goal 5: Program graduates will be competent across business disciplines.

5A. Students will apply the essential elements of core business principles to analyze and solve problems in the business environment.

5B. Students will apply essential elements of core business principles to construct and implement decision making processes in the business environment.

Per University requirements, follows University policy regarding academic honesty and accommodations for students with disabilities. (Students requesting classroom accommodation must first register with the Dean of Students Office.)

Tentative Schedule

<u>Meeting</u>	<u>Lecture Topics</u>	<u>Readings and Cases</u>
1	Introduction/ Marketing Strategy	
2	Strategy, cont'd	HBR article: <i>Can You Say What Your Strategy Is?</i> HBR article: <i>Manage Customer-Centric ...</i> HBR article: <i>The Coherence Premium</i>
3	Segmentation/ Positioning	HBR article: <i>Transforming Strategy ...</i> HBR article: <i>Rethinking Marketing</i> HBS <u>case</u> : <i>Calyx & Corolla</i>
4	Competition	HBS <u>case</u> : <i>Sealed Air</i> HBR article: <i>Charting Your Company's Future</i> HBR article: <i>Innovation Versus Complexity</i> HBR article: <i>A Practical Guide to Combining ...</i>
5	Product Life-Cycle	SMR article: <i>The 12 Different Ways ...</i>
6	EXAM 1	
7	Pricing	
8	Advertising	HBR article: <i>Advertising's New Medium ...</i> HBR article: <i>What Marketers Misunderstand ...</i>
9	Branding/ Distribution	
10	Quality/ Customer Satisfaction/ Customer Loyalty	HBR article: <i>Customer Loyalty Is Overrated</i>
11	EXAM 2	