

**University of Florida  
Warrington College of Business  
MAR 4803 – Marketing Management  
Syllabus: Fall 2017**

Professor Matthew Selove  
Office: Stuzin Hall 264  
Office Phone: 352-294-0410  
E-mail: Matthew.Selove@warrington.ufl.edu

Class Time: Tue./Thurs.  
11:45 AM - 1:40 PM (section 23A4)  
1:55 PM - 3:50 PM (section 6791)

Class Location: Heavener Hall 230

Office Hours: Immediately after class, or by appointment

### **Overview**

This course presents an overview of marketing tactics and strategy. It will be useful for students pursuing careers in functional marketing areas, as well as for those interested in general management or entrepreneurship.

Students will learn practical career tools grounded in rigorous academic research. By the end of the course, students will be able to conduct customer interviews, build perceptual maps, run concept tests, and use other market research tools to learn about customer needs. Students will also learn tactics that assist with product, pricing, advertising, and distribution decisions, and will learn to analyze a company's unique resources to formulate a marketing strategy.

### **Prerequisites**

Prereq: MAR 3023 with a minimum grade of C, MAR 3503, and one other marketing course.

### **Required Readings**

*The Marketing Plan Handbook*, by Alexander Chernev  
(The book is currently in its 4th edition, but any edition is good for this course.)

Course reader with cases, available at this website:  
<http://cb.hbsp.harvard.edu/cbmp/access/65995730>

## **Grading**

- 30% Midterm one
- 30% Midterm two
- 30% Final team project
- 10% Class participation

An individual one-page write-up is due prior to each case discussion (you choose 4 out of the 5 cases to write up). Please see more details in the section on “Case Discussions” below.

## **Midterm Exams**

The midterm exam questions will be based on material from the lectures and cases. I will hold an in-class review before each exam, and I will also provide you with detailed information about the exam a couple of weeks before the date it is scheduled.

If you cannot attend class during the date of an exam, you must submit a written signed excuse explaining why. We will then schedule a make-up exam.

## **Case Discussions**

There are five case discussions. For each case, the class schedule (see below) lists questions you should think about as you read the case. For 4 out of the 5 cases (of your choice), you should then submit a one-page write-up (double spaced) answering these questions on Canvas prior to the start of class. The purpose of these write-ups is to make sure that everyone is well-prepared, so that we can have a productive discussion.

Many of the questions do not have a clear right or wrong answer, and I will not grade these write-ups. However, at the end of the semester I will check that everyone has done 4 write-ups and has put in a reasonable level of effort. If it appears that you have exerted very low effort, I will e-mail you and give you a choice between accepting a penalty to your final grade or (to avoid this penalty) submitting another, longer write-up on the cases for which your write-ups were not acceptable. If you do not receive such an email from me, then your write-ups are acceptable.

## **Final Team Projects**

You should join a team of between 3 and 5 people who are all in the same section. Teams of 6 are not allowed because previous experience has shown it is difficult to manage such large teams and ensure that everyone contributes.

### ***Team Project Deadlines***

November 16: One-paragraph project proposals are due by e-mail.

November 30 and December 5: In-class project presentations (15-minutes per team)

December 5: Project write-ups are due at the start of class. Please e-mail me a copy and also bring a hard copy to class.

The write-up should be 6 to 8 pages (double-spaced). The purpose of the page limit is to force you to focus on the key points and make your points concisely. Teams that use single-spacing or exceed the page limit will be penalized with a reduction in their grade. Your write-up may include an appendix with additional charts and figures, which do not count toward the page limit.

You should cite any sources of information used as the basis of your report, such as books, newspaper articles, web pages, and personal interviews.

### ***Team Project Topic: Improving a Marketing Plan***

1. Choose one of the marketing plans at:  
<http://www.mplans.com/sample-marketing-plans.php>
2. Provide a brief overview of the company: when it was founded; recent revenues and profits; key products; types of customers it serves (if this information is available).
3. Briefly describe the product or service discussed in the marketing plan.
4. Propose how the company could use market research or a minimum viable product to estimate potential sales of this product or service more accurately.
5. Describe which resources you think the company has that will support its marketing plan.
6. Also describe which resources the company lacks (that it would need to execute this marketing plan), and how could it gain access to those resources.
7. State any other ways you would improve the marketing plan.

### ***Team Management***

All members of a team will receive the same grade for the project. It is important for everyone to contribute and be a reliable teammate. If a particular teammate is not meeting expectations, then you should first address that person directly, and ask him/her to take the project more seriously. If this does not work, then you may let me know. In extreme cases, I will allow a team to remove a teammate, or I may reduce the class grade of someone who is not contributing.

## Class Schedule

### *Introduction*

|           |                        |
|-----------|------------------------|
| Tue. 8/22 | <b>Course Overview</b> |
|-----------|------------------------|

### *Part 1. Marketing Tactics*

|             |   |
|-------------|---|
| Thurs. 8/24 | <b>Understanding Customer Needs</b>   |
| Tue. 8/29   | <b>Generating New Product Ideas</b>   |
| Thurs. 8/31 | <b>Conjoint Analysis</b>  |
| Tue. 9/5    | <b>Messenger Bag Game</b><br><i>At least one member of your team should bring a laptop computer to class.</i>   |
| Thurs. 9/7  | <b>Messenger Bag Game: Results and Discussion</b>   |
| Tue. 9/12   | <b>Case Discussion: Elon Musk's Big Bets</b><br>Case questions for one-page write-up:<br>(1) <i>Which company do you think will be most profitable and successful in the long run: Tesla or SpaceX? Why?</i><br>(2) <i>For the company you chose, which product features do you think the company should improve to serve its customers better?</i> |
| Thurs. 9/14 | <b>Concept Testing</b>  |
| Tue. 9/19   | <b>Concept Testing: Results and Discussion</b>  |
| Thurs. 9/21 | <b>Lean Startup Principles</b>  |
| Tue. 9/26   | <b>Perceptual Mapping</b>   |
| Thurs. 9/28 | <b>Pricing</b>  |
| Tue. 10/3   | <b>Case Discussion: Burberry</b><br>Case questions for one-page write-up:<br>(1) <i>What challenges did the Burberry brand face in 1997?</i><br>(2) <i>How did the new management team address these challenges?</i>  |
| Thurs. 10/5 | <b>Review for Midterm One</b>   |
| Tue. 10/10  | <b>Midterm One</b>  |

## **Part 2. Marketing Strategy**

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|--------------|--|
| Thurs. 10/12 | <b>Introduction to Resources</b>   |
| Tue. 10/17   | <b>Company Resources: In-class mini-case discussions</b>   |
| Thurs. 10/19 | <b>Case Discussion: Google Glass</b><br>Case questions for one-page write-up:<br>(1) <i>What resources does Google have that helped it create and market Google Glass?</i><br>(2) <i>What resources does Google <u>lack</u> that would help it create and market successful new wearable technologies?</i>   |
| Tue. 10/24   | <b>Responding to Innovative New Competitors</b>  |
| Thurs. 10/26 | <b>Case Discussion: Spotify: Face the Music</b><br>Case questions for one-page write-up:<br>(1) <i>From a customer perspective, what are some advantages and disadvantages of using music streaming services (e.g., Spotify) instead of buying MP3s (e.g., from iTunes)?</i><br>(2) <i>Was it a good decision for Apple to launch its own music streaming service? Why or why not?</i> |
| Tue. 10/31   | <b>Developing New Resources in Start-ups</b>   |
| Thurs. 11/2  | <b>Case Discussion: Real Madrid</b><br>Case questions for one-page write-up:<br>(1) <i>What are Real Madrid's resources?</i><br>(2) <i>What investments do they need to make to sustain these resources?</i><br>(3) <i>Should Real Madrid try to develop a large fan base in the United States?</i>  |

## **Conclusion**

|              |   |
|--------------|---|
| Tue. 11/7    | <b>Choosing a Product Name</b>  |
| Thurs. 11/9  | <b>Review for Midterm Two</b>   |
| Tue. 11/14   | <b>Midterm Two</b>  |
| Thurs. 11/16 | <b>How Brands Affect Consumption Experience</b><br><br><i>Each team e-mails me (<a href="mailto:Matthew.Selove@warrington.ufl.edu">Matthew.Selove@warrington.ufl.edu</a>) the names of all team members and a one-paragraph description of your final project idea.</i> |
| Tue. 11/21   | <b>TBA</b>  |
| Thurs. 11/23 | <b>No Class (Thanksgiving Break)</b>  |
| Tue. 11/28   | <b>Course Wrap-up, and In-class Work on Team Projects</b>   |
| Thurs. 11/30 | <b>Student Presentations of Team Projects</b>   |
| Tue. 12/5    | <b>Student Presentations of Team Projects</b><br><i>Project write-ups due. Please submit a hard copy and also email me a copy.</i>  |

**Students with Disabilities Policy:**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

**Online course evaluation process:**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at [https://evaluations.ufl.edu/results /](https://evaluations.ufl.edu/results/).

**Integrity Pledge:**

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor.

**Getting Help from the U Matter, We Care Team:**

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.