

Marketing Management (MAR 4803)

Instructor

Sungsik Park

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Class Hours

Monday, Wednesday: 9:35~11:30 (Section 2588)

Monday, Wednesday: 11:45~13:40 (Section 2943)

Office Hours

Stuzin Hall 249A, Monday 14:00-16:00

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.

Course Materials

- Recommended Textbook: Framework for Marketing Management, A by Kotler and Keller. (Any edition should work.)
- Case Study pack: Available at Target Copy

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.

Evaluation of Work

1. Case (Group)

9 Case Studies from Case Pack 90 (9×10)

2. Individual

Quiz 30

Class Participation 30

- **Case:** Quiz (3), Team Report (7)
The reports should consist of (at most) 3 pages and should address the questions that will be distributed. Use these questions to guide your reports. Some additional recommendations are as follows:
 - Your write-ups should be in bullet point form.
 - Separately answer each question.
 - Start with the most obvious points and then work from there. Do not omit the obvious points.
 - I am more interested in the quality of your analysis than the accuracy of your conclusions. Make sure that you give both the pros and the cons of each alternative.
- **Quiz:** 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** is evaluated based on your attendance and your contribution in the class discussion: asking a relevant question, making a relevant point, answering a question posed in the class, etc.

A make-up quiz is given in circumstances when a student is approved an excused absence. One and only one missing score will be replaced proportionally. All excused absence applications should be submitted by email prior to a quiz or case presentation.

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	Topic	Due
1/8	Introduction	
1/22	Defining Marketing for the New Realities	
1/24	Systematic Evaluation of Marketing Program	
1/29	Case: Starbucks	1/28, 11:59PM
1/31	Tapping into Global Market	
2/5	Branding	
2/7	Identifying Market Segment and Targets	
2/12	Case: Snapple	2/11, 11:59PM
2/14	Addressing Competition and Driving Growth	
2/19	Case: Microsoft Search	2/18, 11:59PM
2/21	New Product Development	
2/26	Designing and Managing Service	
2/28	Case: Keurig	2/27, 11:59PM
3/12	Consumer Behavior (Behavioral Economics)	
3/14	Case: Southwest Airline	3/13, 11:59PM
3/19	Pricing	
3/21	Pricing + Channel Management	
3/26	Case: Netflix	3/25, 11:59PM
3/28	Marketing Communication (1/2)	
4/2	Case: Pepsi	4/1, 11:59PM
4/4	Marketing Communication (2/2)	
4/9	Case: She Speaks	4/8, 11:59PM
4/11	Digital Marketing	
4/16	Case: Tupelo Medical	4/15 11:59PM
4/18	Business Experimentation (1/2)	
4/23	Business Experimentation (2/2)	
4/25	Quiz Q&A Session	
4/30	Quiz	