

SYLLABUS

MGT641 — MARKETING MANAGEMENT

**Wesley J. Howe School of Technology Management
Stevens Institute of Technology
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Marketing is a critical strategic function for today's businesses. Marketing focuses the entire business organization on delivering superior customer value. This course will introduce you to marketing principles from a variety of perspectives — conceptual, analytical, and managerial — so you will develop a critical understanding of the marketing function as it will be practiced in the twenty-first century.

Topics we will cover include: strategic planning, creating compelling value propositions and enduring brands, market segmentation, market analysis, buying behavior, branding, and Customer Relationship Management. We will also discuss such topics as global marketing and the effect of new technologies on the marketing environment and on the discipline of marketing itself.

By the end of this course, you will have written major sections of a marketing plan that you will create by working in virtual teams. In doing so, you will develop the skills needed to develop and critique marketing plans. There are four team projects. Teams will be assigned by the end of the first week, if not sooner. Each of the four team projects are posted on the course's website. All students must complete these assignments.

An *asynchronous*, online course has advantages and disadvantages for both students and instructors. The online learning environment offers flexibility over when and where to attend class. Students must actively participate in virtual classroom "discussions." Online courses, therefore, require more written work than most on-campus courses. Active participation is mandatory and monitored for every student. Emphasis will be placed on generating lively discussion based on weekly briefs, team projects, textbook readings, and lectures delivered via PowerPoint or pdf files. I'll focus our discussions to stimulate dissenting views and deepen your understanding of key concepts.

This class will also have *synchronous* activities. Four two-hour sessions will be available for students to present their team projects to the class. Students participating in these synchronous events will earn extra credit. These sessions will be archived so those whose schedules do not allow them to participate, can download a log of these sessions. (See pages 6-8 for details.)

You must read the reading assignments and answer assigned briefs and team projects. You are required to respond to briefs and team projects posted by other students. You will post your briefs and team projects on the course website for the purpose of generating classroom discussion. Please, do not email your assignments to me.

Lurking in the back of the digital classroom is unacceptable because it affects the learning experience for the entire class. The consistency, quality, and quantity of your participation during the weekly briefs, discussions, and team projects will be monitored to ascertain whether you are keeping up with the assignments and contributing to a vibrant virtual classroom.

I will also monitor how much time you spend online and how often you post messages. **To maintain a dynamic environment, you must make at least four postings per assignment.** To help generate a true discussion, your postings must be made on **at least two visits** to the course website. Tardy assignments may not be accepted.

"Brand" your work: By this I mean you must "sign" the work you submit. Do not give your files generic names like Wk1Brief.doc; instead brand it with something like YourName_Wk1.doc

Class Orientation: One week prior to the first class there will be an orientation posted on the course's WebCT website. This orientation **must be completed during the week prior to the start of the course.** The purpose of the orientation is to teach you how to navigate the WebCT course environment.

Course Survey: Please complete the short survey on the course website and email it back to me by **Sunday, September 16th.**

I. Course Objectives

Key course objectives are for you to:

- Develop critical thinking skills
- Hone your ability to synthesize information
- Grow in your ability to recognize key marketing issues
- Think strategically and tactically about marketing
- Communicate effectively

II. Course Workload

You will need to spend **approximately 5-7 hours a week working on the course**, times may vary depending on your study habits. Using an asynchronous online format provides flexibility as to when and where you study, interact with the materials, your classmates, and instructor.

III. Book List

Book 1: Required reading

Marketing Management, Twelfth Edition, by Philip Kotler and Kevin Lane Keller, (Prentice Hall, NJ, 2006). ISBN 0-13-145757-8. There is also a web edition of this book, ISBN 0-13-186346-0. For \$70.20, or half the price of the regular book, the web edition gives you access to the book online for 150 days. If you are comfortable reading books online, this may be a good deal. You can print out the pages from the book's website, but your costs in toner alone would make buying the bound book a better investment. For details on the web book and to purchase a subscription go to <http://www.sarafrix.com>.

Book 2: Optional reading

The Marketing Plan, A Handbook, Second Edition, by Marian Burk Wood, (Upper Saddle River, Prentice Hall, NJ, 2004). ISBN 0-13-164149-2. Included with this book is Marketing PlanPro™ version 4.0 software. **(Use of this software is optional. If you do use it, please submit your postings in a Microsoft Word readable format.)**

These books are available for purchase at the Stevens Institute of Technology bookstore. You can also buy them online at amazon.com, barnesandnoble.com, the [Stevens campus store](#), or other online sources. Many of the online merchants offer excellent deals on used copies of the course textbooks.

IV. Required Software

You will need the following software on your computer:

- A web browser (Internet Explorer or Netscape Communicator)

- Microsoft PowerPoint (Must be able to read PowerPoint 97 files). Please do not submit your work in a PowerPoint file.
- Microsoft Excel (Must be able to read Excel 97 files)
- Microsoft Word or other word processor (Must be able to read and write Word 97 files. Please do not submit .wps files as these cannot be opened with Microsoft Word. The preferred formats are .doc or .rtf)
- Adobe Acrobat Reader or any other program that can read pdf files (Acrobat Reader is available for free at <http://www.adobe.com/support/downloads/main.html>)
- Interwise (The software the WebCampus uses for synchronous sessions)

V. Reading Assignments (Sample)

The course is organized into four modules taught over a 13-week session. The first class starts on the week of **Monday, September 17, 2006**. Orientation starts on **Monday, September 10, 2006**.

W/O	Topic	Readings
Orientation		
09/10/07	WebCT Orientation, Pre-Course Survey completed and submitted	
Module 1: The Role of Marketing, Strategic Planning and Market Segmentation		
#01 – 09/17/07	Marketing as a strategic function, The 4 Ps/4Cs	Ch 1, 2
#02 – 09/24/07	Strategic Planning and Marketing Research	Ch 3, 4
#03 – 10/01/07	Connecting With Customers — Consumer and Business	Ch 6, 7
#04 – 10/08/07	Connecting With Customers — Loyalty and Segmentation	Ch 5, 8
Module 2: Building Strong Brands		
#05 – 10/15/07	Creating Brand Equity and Positioning	Ch 9, 10
#06 – 10/22/07	Dealing with the Competition	Ch 11
Module 3: Marketing Strategies		
#07 – 10/29/07	Developing and Managing Products & Services	Ch 12, 13
#08 – 11/05/07	Pricing Strategies and Programs	Ch 14
#09 – 11/12/07	Managing Marketing Channels	Ch 15
Module 4: Marketing Communications And Putting It All Together		
#10 – 11/19/07	Integrated Marketing Communications	Ch 17
#11 – 11/26/07	Advertising, Sales Promotion, and Public Relations	Ch 18
#12 – 12/10/07	Direct Marketing and Personal Selling	Ch 19
#13 – 12/17/07	Managing the a Holistic Marketing Organization	Ch 22

- Read *The Marketing Plan, A Handbook* by Marian Burk Wood at you own pace. I suggest that you read Chapters 1 - 5 for the first team project. Chapters 6, 7, 8 and the appendices should be reviewed as you complete the next three team assignments.
- Additional reading assignments will be part of the Weekly Briefs
 - Links to these online articles and websites will be provided
 - Articles are also available on the course website

VII. Assignments (Sample)

There are two types of assignments for this course: Weekly Briefs and Team Projects.

You may download assignments at any time. To avoid chaos, please do **not** post your completed assignments before the week they are due. Please note: **WebCampus classes do not have standard holidays like Thanksgiving, Easter, or Independence Day. Please plan your schedule accordingly.**

Please Note: Due Dates will be strictly observed. I reserve the right **not** to grade assignments and discussions posted after their due dates.

How Your Grade is Calculated

	Final Grade	25%	20%	35%		20%		
	% of Final Grade	25%	20%	35%		20%	Team Project Discussion Weight	Team Project Presentation
	Week	Brief	Brief Discussion	Team Project	Team Project Weight	Team Project Discussion	Team Project Discussion Weight	Team Project Presentation
1	09/11/06							
2	09/18/06							
3	09/25/06							
4	10/02/06				19%			
5	10/09/06							
6	10/16/06							
7	10/23/06				25%			
8	10/30/06							
9	11/06/06							
10	11/13/06				26%			
11	11/20/06							
12	11/27/06				30%			
13	12/04/06							
How Grades are calculated =====>		Sum scores & divide by 3. Extra credit is earned by posting more than 3 Briefs.	Sum scores & divide by 3. Extra credit is earned by participating in more than 3 discussions		Students must participate in all Team Projects. Failure to do so will result in an F, a 1 pt deduction.		Sum discussion and presentation grades and divided by 4. Students must participate in all team Project discussions. Failure to participate results in an "F" or a deduction of 1 point. Participating in Team Project presentations is for extra credit.	

1. Weekly Briefs (25% of grade)

- By the end of the semester, you must submit **three briefs** of the five briefs. You must submit your briefs on the assigned week. **(You can earn extra credit by posting more than the required number of briefs)**
 - This does not include the four team projects
 - Everyone must complete the Week 1 assignment
 - An assignment schedule will be posted by the 11:59 am on Thursday of the week they are due
- An assignment schedule will be announced via an email.
- **You must post your brief on or before** 11:59 am Eastern Standard Time on Thursday of the assignment's scheduled week
- Briefs should be **brief** — 1,000 words or less; that's three-to-four double-spaced 8 1/2" by 11" pages when using a standard 12-point font like **Times New Roman**.
- Your briefs should be posted in the discussion board that corresponds to the assignment
- Briefs will be graded and grades for briefs will be weighted equally
- Grades will be posted weekly on the course website so you can monitor your progress

- You will post your brief on the appropriate weekly discussion board, i.e. postings for Week 01 go on the Week 01 Discussion board
- You may post your briefs as Word files (.doc files) or you can write them directly into the message. If you do attach a Word file, please:
 - **Make sure you actually attach the file (it is VERY easy to make this mistake)**
 - Give your files a name your fellow students and I can track: MGT641_Wk1.doc (BAD), WK1_YourName.doc (GOOD)
 - Please add page numbers and your name to a footer or header,

2. Brief Discussions (20% of grade)

- Each week, you must comment on your classmates' briefs
- Your comments should be substantive; they should advance the argument by posing questions, offering alternative opinions, and expanding the points made by your classmates
- You are required to post at least four messages each week.
- To ensure a real discussion, you may not post all your comments at one time. You must post your comments on two different visits to the course website.
- **Brief discussions** must be posted no later than 11:59 am Eastern Standard Time on Sunday. Late messages will not be read or counted in your four messages per week requirement.
- Brief Discussions will be graded and grades for weekly discussions will be weighted equally
- Your final grade for class discussions will be based on the sum of Brief Discussion grades divided by 3 (This means that you can miss two weeks without penalty)
- If you participate in more than three Brief Discussions, you'll earn extra credit.
- Grades will be posted weekly on the course's website so you can monitor your progress
- Your discussions should focus on the weekly brief or Team Project. You should try to illustrate your comments with concepts presented in the Kotler textbook or my lectures.

3. Team Project (35% of Grade)

- A team project is assigned for each of the class's four modules
- Important due dates are posted on the course calendar
- The team project assignments will require you to develop sections of a marketing plan
- Teams will NOT develop complete marketing plans, you are expected to answer the questions posed in the assignment. You do not, however, have to answer the questions in the order they are presented.
- Each team's work will be posted for class discussions on the appropriate discussion board
- Teams will be given a "chat-room" and a restricted entry discussion board to prepare projects and to allow the professor to monitor progress and respond to questions
- Team members should also exchange phone numbers if they choose to communicate by conference calls
- To ensure that all team members participate in this project, **you are required to email to me an evaluation of the performance of your teammates.** This is no official form for these evaluations. **Please email a brief note highlight the contribution of your teammates.** Please send the email through the WebCT email system. **Evaluations are must be submitted when the discussions close.**
- Please Note: Grades for any student who fails to submit an evaluation of his or her teammates will be lowered by one level; for example, "A" work will be reduced to a "B"
- The average for the team projects will be based on the following weights:

Project 1:	19%
Project 2:.....	25%
Project 3:.....	26%
<u>Project 4:.....</u>	<u>30%</u>
Total:	100%

- Failure to participate in the Team Project will result in an F

4. Team Project Discussions (20% of Grade)

- You must post at least four messages on the Team Project discussion board, failure to do so will result in a lowered grade.
- Failure to post messages during a Team Project discussion will result in an F for that Team Project grade.
- Answers to questions I post for the teams are to be posted on the project message board, not emailed to me. Answers to my questions should be developed by students working alone.
- Please Note: This course will incorporate synchronous presentations of the team projects. Stated simply, we will hold a virtual class that will meet in real time. Students will present their team presentations during these classes. Each team will have 20 minutes to present and answer questions.
 - Participation in the Interwise sessions is strongly encouraged. Students who do participate will be awarded *extra credit*. If your schedule does not allow you to participate, you can download the archived recording that you can review at your leisure.
 - To participate in this session your team must submit a PowerPoint presentation. I will mount this PowerPoint presentation on Interwise.
 - See the course calendar for the PowerPoint due dates
 - Dates for the Interwise session will be announced via an email to the class

Web Conferencing software:

Stevens Institute of Technology uses the Interwise web conferencing system to supplement the WebCT course management system. The use of Interwise requires a **Windows-based computer** running **Internet Explorer**. Your computer must be equipped with speakers and a microphone. Alternately, a headset with microphone may be used. It will be your responsibility to secure access to this equipment.

“Voice Over IP” (VoIP) is utilized to communicate through Interwise. As VoIP is a relatively new technology, unanticipated challenges may occur. You should test the computer you will use at least a week prior to any live Interwise events. A test recording will be available to you so that you may test your computer. Be aware that there could be times when Internet bandwidth or other issues beyond our control will affect the quality of the Interwise session. These issues may require the event to be rescheduled. While these instances occur very rarely, we would appreciate your patience and cooperation should they occur.

Logging-on to the Interwise session:

You will receive an e-mail inviting you to each scheduled live Interwise session. Within the text of this e-mail will be a link to click to enter the event. You can join the event up

to 15 minutes prior to the scheduled start time. It is recommended that you enter the event at a minimum of 5 minutes prior to the start time so that everyone is ready to begin at the session start time. If you experience challenges entering a live event, please contact me as soon as possible and I will provide you the name and phone number of the person providing technical support for that session.

To retrieve the Interwise archive:

You can download and playback the recording through the same e-mail link you receive with the live event invitation. By clicking on the link within the e-mail, it will bring you to an overview page that contains a “playback” link. Clicking on the playback link will start the recording. You can pause, advance, rewind and replay the recording as often as you wish. It will be available to you for the duration of the course.

VIII. Due Dates (Sample)

A. Briefs

Project	Submission Date	Discussion Closes
Brief 1	09/20/07, 11:59 pm	09/23/07, Noon
Brief 2	09/27/07, 11:59 pm	09/30/07, Noon
Brief 3	10/04/07, 11:59 pm	10/07/07, Noon
Brief 4	10/25/07, 11:59 pm	10/28/07, Noon
Brief 5	11/15/07, 11:59 pm	11/18/07, Noon

B. Team Projects

Project	Submission Date	PowerPoint Due	Interwise Session	Discussion Closes
Project 1	10/11/07, 11:59 pm	10/12/07, 11:59 pm	10/16/07, 8-10 pm	10/21/07, Noon
Project 2	11/01/07, 11:59 pm	11/02/07, 11:59 pm	11/06/07, 8-10 pm	11/11/07, Noon
Project 3	11/22/07, 11:59 pm	11/26/07, 11:59 pm	11/27/07, 8-10 pm	12/02/07, Noon
Project 4	12/07/07, 11:59 pm	12/08/07, 11:59 pm	12/11/07, 8-10 pm	12/16/07, Noon

Please Note: The Interwise Schedule subject to change. Teammate evaluations are due when the discussion closes.

IX. Lectures

Lectures are posted on the course website. The topics of these lectures correspond to assigned readings. You can download lectures at any time. Here are the topics for the thirteen lectures:

Week	Lecture
*	Boston Consulting Group’s Growth-Share Matrix
*	Product Life-Cycle
*	Brands and Branding
01	Relationship Marketing: The New Marketing Paradigm
02	Marketing Plans 101
03	Marketing Plan Financial Measurements
04	What’s So Important About Customer Lifetime Value?
05	Market Intelligence

Week	Lecture
06	Market Segmentation
07	New Product Marketing
08	Pricing Strategy & Management
09	Managing Retail Channels With Category Management
10	Death Of A Salesman?
11	Crafting Advertising Strategies
12	Advertising Media Planning
13	Direct Marketing 101 & Managing eMail Campaigns

*These lectures cover topics that will be important for the first team project.

X. Grading

There are no tests. You will be graded on four things:

- **Briefs** — **25%** of grade
- **Brief Discussions** — **20%** of grade
- **Team Projects** — **35%** of grade
 - The team projects will be weighted as follows:
Project 1: 19%
Project 2: 25%
Project 3: 26%
Project 4: 30%
100%
 - Weighting the Team Projects this way gives greater emphasis on the later project when the team should be better able to work together.
- **Team Projects Discussions** — **20%** of grade. When you participate in the Interwise synchronous team presentations will earn extra credit.

All assignments will be assessed using similar criteria: **50/50 on quality of information and analysis.**

Information (50%):

- Correct identification of facts
- Critical grasp of key concepts presented in the reading and online lectures
- Coherent thinking and clear writing

Analysis (50%):

- Quality of observations and recommendations
- Use of appropriate models for exploration of issues reflecting marketing viewpoint and readings

Assignments will be graded on the following scale:

- 3 = Excellent work (A)
- 2 = Good work (B)
- 1 = Satisfactory work, met minimal course requirements (C)
- 0 = No brief or discussion messages posted
- 1 = Fail, unsatisfactory work or no team project/team project discussion posted (F)

Note: There are no **D's** or **pluses** or minuses

Grades are posted each week.

PLEASE NOTE: Assignments and discussions that are posted late may not be graded.

XI. Navigating the WebCT Environment

Important class materials are stored in folders that appear on the Course Content page:

- In the **Lectures folder**: Weekly lectures
- In the **Team Projects folder**: the four team assignments
- In the **Weekly Brief folder**: All Weekly Brief assignments

Discussions are posted on the appropriate Discussions page. Please post your assignments and discussions in the folder that corresponds to the appropriate class week. Each week a new discussion folder will be created.

*Post your message in the folder that corresponds to the week of the class.
Do not email your projects to me.*

You are required to make at least four postings per assignment (that may include one brief/team project, and three comments to other students' briefs or responses to other students' comments.)

You may **not** post all your comments on the same visit to the course website.

XI. Stevens Institute of Technology's Policy on Ethical Conduct

Ethical Conduct

The following statement is printed in the Stevens Graduate Catalog and applies to all students taking Stevens courses, on and off campus:

“Cheating during in-class tests or take-home examinations or homework is, of course, illegal and immoral. A Graduate Academic Evaluation Board exists to investigate academic improprieties, conduct hearings, and determine any necessary actions. The term ‘academic impropriety’ is meant to include, but is not limited to, cheating on homework, during in-class or take home examinations and plagiarism.”

Consequences of academic impropriety are severe, ranging from receiving an “F” in a course, to a warning from the Dean of the Graduate School, which becomes a part of the permanent student record, to expulsion.

See: The Graduate Student Handbook, Academic Year 2003-2004 Stevens Institute of Technology, p. 10.

Consistent with the above statements, all homework exercises, tests and exams that are designated as individual assignments must contain the following signed statement before they can be accepted for grading:

I pledge on my honor that I have not given or received any unauthorized assistance on this assignment/examination. I further pledge that I have not copied any material from a book, article, the Internet or any other source except where I have expressly cited the source.

Signature _____

Date: _____

Ethical Conduct – Statements to be Included in Homework Assignments

The following signed statement should be included as the first “question” on an individual homework assignment and signed by the student before the homework can be accepted for grading.

I pledge on my honor that I have not given or received any unauthorized assistance on this assignment/examination. I further pledge that I have not copied any material from a book, article, the Internet or any other source except where I have expressly cited the source.

Signature _____

Date: _____

The following signed statement should be included as the first “question” on a team homework assignment and signed by all members of the team before the team homework can be accepted for grading.

We pledge on our honor that we have not given or received any unauthorized assistance on this assignment/examination. We further pledge that we have not copied any material from a book, article, the Internet or any other source except where we have expressly cited the source.

Signature _____

Date: _____

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