



MARK 60100 - MARKETING MANAGEMENT - FALL 2018

MARK 60100-02: Monday/Wednesday 1:00pm – 2:50pm, Mendoza COB 162

MARK 60100-04: Monday/Wednesday 3:00pm – 4:50pm, Mendoza COB 162

Instructor: Dr. Frank Germann

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Office Hours: Tuesdays and Thursdays from 2pm – 3pm, Fridays from 9am – 11am,
Sundays from 4pm – 6pm, or by appointment

Teaching Assistant:

Natalie Chisam (nataliechisam@nd.edu)

COURSE MATERIAL

- Cases: We have a course space on the Harvard Business School website through which you can purchase and download the 3 cases (\$4.25 each) that we will cover in class. The link to access the course space is as follows:
<https://hbsp.harvard.edu/import/578906>
- Marketplace: Marketplace simulation access code (\$40 per access code; one access code per student; details will be discussed in class).
- Additional Readings: Additional readings (e.g., magazine and journal articles) may be assigned during the term. These readings will be made available in class or online.
- Optional* Textbook: Iacobucci, Dawn (2018), Marketing Management (5th edition), Cengage Learning (Note: The older, 3rd or 4th edition of the book would be fine).

COURSE OBJECTIVE

The course is designed to introduce you to the fundamental aspects of marketing: how organizations discover and translate target audiences' needs and wants into strategies for providing compelling value propositions that maximize organizational objectives.

For those of you who plan to pursue a marketing concentration, this course is intended to provide a foundation on which to build subsequent marketing courses and work experience. For those of you who plan to pursue other concentrations, this course is intended to help you understand the objectives and typical strategies of marketers with whom you will interact professionally throughout your career.

After completing this course, you should be able to:

1. Explain and define the discipline of marketing and its key concepts.
2. Explain and use conceptual frameworks for understanding marketing phenomena.
3. Analyze how trends and environmental factors influence marketing strategy.
4. Bring a consumer perspective to business situations.

COURSE EXPECTATIONS AND FORMAT

The course will require you to analyze and synthesize a great deal of information. It will expose you to many different concepts, ideas, and terminologies. The class sessions will include lectures, case studies, videos, and class exercises (including spending time with your team managing a company as part of a simulation game). The lectures will emphasize key concepts and provide guidance in applying these concepts to practical situations. Case studies, class exercises, discussions, and videos will help reinforce these concepts.

COURSE GRADING

| | |
|----------------------------------|-------|
| Professionalism | 10% |
| 3 Case Analyses (10% each) | 30% |
| Marketing Simulation Performance | 15% |
| Midterm Exam | 15% |
| Final Exam | 30% |
| | ----- |
| Total | 100% |

COURSE METHOD

Professionalism (10%)

In this course, professionalism refers to regular class attendance, contributing positively and significantly to class discussions, and being courteous to both your fellow classmates and the instructor.

Negative in-class behavior (lateness, chatting, leaving class, texting, inappropriate use of electronic device, etc.) will have a negative impact on your grade.

Also, please note that personal computers are allowed in class with the understanding that they are used for class productivity only (e.g., note taking). All other electronic devices are to be turned off during class.

Intellectual Property Policy: Recordings of presentations, lectures, and discussions are not permitted without specific written permission from the students and the instructor.

Case Analyses (30%; i.e. 10% per case)

Your **core group** (i.e., MBA learning team) is responsible for working on and submitting 3 case analyses (see course schedule below for due dates). Each member of the core group will receive the same case analysis grades, and only one case analysis should be submitted per group/case at the beginning of class when the case analyses are due. Please bring a hardcopy of your case analyses to class.

The case analyses will involve answering specific questions related to the respective case. These questions are posted on Sakai.

Marketplace Simulation (15%)

The Marketplace simulation involves the abstraction of a real-world marketing environment in which student teams compete for simulated customers. The simulation is an effective way of learning how to apply marketing knowledge and acquire experience and skill in the marketing process.

Each student will play in his/her **core group** (i.e., MBA learning team), and each core group will be randomly assigned to a game. The balanced scorecard method will be employed to measure each team's market performance in the simulation (six quarters or decision rounds). Consistent with normal market valuations, market performance team grades will be awarded based upon each team's total overall cumulative balanced scorecard results at the end of the simulation. The first placed team per game will receive 100%, the second placed team will receive 92%, and the third placed team will receive 90%. In addition, the Marketplace grades outlined above will be subject to change should a team go bankrupt during the game or not take the game seriously.

Midterm Exam (15%)

The midterm exam will be held on November 19, 2018, during regular class hours. It will include short answer, multiple choice, and true/false questions.

The midterm exam is a closed book and closed notes individual assignment. A makeup exam will only be offered under exceptional circumstances.

Final Exam (30%)

There are two options for the final exam. The first option is a take-home exam, and the second option is an in-class exam. **You will have to choose one of these two exam options.**

FINAL EXAM OPTION 1:

Option 1 is a take-home exam. Broadly, this option will ask you to apply the marketing management framework discussed in class to a business situation. It is an individual assignment.

The take-home exam will be made available in class on Wednesday, December 5, and is due on **Tuesday, December 11, 2018**, at or before 11:59pm.

FINAL EXAM OPTION 2:

Option 2 is a closed book and closed notes individual exam. It will include short answer, multiple choice, and true/false questions. This exam will be administered during the final exam week.

HONOR CODE

Students are expected to understand and abide by the principles and procedures set forth in the University of Notre Dame Academic Code of Honor. When completing all assignments in or out of class, it is expected that you are abiding by the Notre Dame Honor Code Pledge:

**“As a member of the Notre Dame community,
I will not participate in or tolerate academic dishonesty.”**

Bottom line: Do not cheat. Do not plagiarize. Do not pass off others' work as your own. Contribute fairly to group work. When in doubt, err on the safe side. If issues of academic integrity arise in this class, consult the instructor *immediately*.

COURSE SCHEDULE

The following is a tentative schedule. Any changes will be announced in class.

| <u>DATE</u> | <u>TOPIC</u> | <u>READINGS & ASSIGNMENTS DUE</u> |
|-------------|--|--|
| October 22 | <ul style="list-style-type: none"> • Introduction • Marketing process and framework | |
| October 24 | <ul style="list-style-type: none"> • The 5 Cs | <ul style="list-style-type: none"> • Optional reading: Iacobucci: Chapter 2 |
| October 29 | <p><u>1st half:</u></p> <ul style="list-style-type: none"> • The 5 Cs <p><u>2nd half:</u></p> <ul style="list-style-type: none"> • Case analysis discussion | <ul style="list-style-type: none"> • Case: Reed Supermarkets • Reed Supermarkets case analysis due at the beginning of class |
| October 31 | <ul style="list-style-type: none"> • Segmentation, Targeting, Positioning | <ul style="list-style-type: none"> • Optional reading: Iacobucci: Chapters 3 - 5 |
| November 5 | <ul style="list-style-type: none"> • The 4 Ps (Product) | <ul style="list-style-type: none"> • Optional reading: Iacobucci: Chapters 6, 8 |
| November 7 | <p><u>1st half:</u></p> <ul style="list-style-type: none"> • Case analysis discussion <p><u>2nd half:</u></p> <ul style="list-style-type: none"> • The 4 Ps (Price, Place) | <ul style="list-style-type: none"> • Case: Marquee: The Business of Nightlife • Marquee case analysis due at the beginning of class • Optional reading: Iacobucci: Chapters 9, 10 |

| <u>DATE</u> | <u>TOPIC</u> | <u>READINGS & ASSIGNMENTS DUE</u> |
|-----------------------------|---|---|
| November 12 | <p><u>1st half:</u></p> <ul style="list-style-type: none"> The 4 Ps (Promotion) <p><u>2nd half:</u></p> <ul style="list-style-type: none"> Case analysis discussion | <ul style="list-style-type: none"> Case: Mountain Man Mountain Man case analysis due at the beginning of class Optional reading: Iacobucci: Chapters 11, 12 |
| November 14 | <ul style="list-style-type: none"> The 4 Ps (social media) Midterm review | <ul style="list-style-type: none"> Optional reading: Iacobucci: Chapter 13 |
| November 19 | <ul style="list-style-type: none"> MIDTERM EXAM | |
| THANKSGIVING HOLIDAY | | |
| November 26 | <ul style="list-style-type: none"> The 4 Ps (personal selling); social influence Marketplace simulation introduction | <ul style="list-style-type: none"> Marketplace Q1 decisions are due November 26 at 11:45pm Marketplace Q2 decisions are due November 28 at 12:00pm (noon) |
| November 28 | <ul style="list-style-type: none"> Customer satisfaction Marketplace teamwork session | <ul style="list-style-type: none"> Marketplace Q3 decisions are due November 29 at 11:45pm Marketplace Q4 decisions are due December 3 at 12:00pm (noon) Optional reading: Iacobucci: Chapter 14 |
| December 3 | <ul style="list-style-type: none"> Marketing / customer analytics Marketplace teamwork session | <ul style="list-style-type: none"> Marketplace Q5 decisions are due December 4 at 12:00pm (noon) Marketplace Q6 decisions are due December 5 at 12:00pm (noon) |
| December 5 | <ul style="list-style-type: none"> Course wrap-up | |
| Final Exam Week | | |