Mgt 3300, Marketing Management
Georgia Tech Lorraine

Professor: Dr. Alka Varma Citrin
Office: Georgia Tech Lorraine, Room 212
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e-mail: alkacitrin@yahoo.com
Office Hours: Dates and times announced at the start of the semester

Required Text Book:

Suggested Readings:
Current periodicals, such as The Wall Street Journal, Economist, Business Week, Advertising Age

Specific Course Objectives:
This course is designed to provide students a broad exposure to the principles of marketing, from both a theoretical and managerial perspective. As an introductory course, its aim is to make students aware of terminology, concepts, and techniques that are part of the world of marketing, the role of marketing in the organization, and in society. I hope that after completing this course you will learn that there is much more to marketing than you may have expected. Upon completion of this course, students should be able to:

1. Understand and use basic marketing terminology and concepts
2. Understand the basics of marketing and planning.
3. Describe the elements of the marketing mix and how these elements are integrated in the marketing strategy.
4. Appreciate and understand the role of the customer in marketing, planning, target marketing, and positioning strategy.
5. Understand the environment in which organizations market their products, including the competitive, socio/cultural, natural, political/legal, economic, and technological environments.
6. Consider the global marketing environment and the impact on marketing strategy.
Evaluation:
Examinations (2 @ 20% each))  40%
Exam 3  16%
In class activities & class attendance  8%
Current marketing development presentations (2 articles)  6%
Product Marketing Plan Report (7 sections@ 2%/section)  14%
Product Marketing Plan Presentation (group presentation)  10%
Individual Presentation Grade  2%
Group Peer Evaluation (2 times @ 2% each)  4%

Total
Grading Scale:
A  = 90%-100%  C  = 70%-79.9%  F  = Below 60%
B  = 80%-89.9%  D  = 60%-69.9%
Course letter grades will be assigned on a straight percentage basis of total points earned.

Grade Appeals:
If a student believes that the grade given on an assignment or an exam is not correct, s/he may appeal the grade by discussing it with the professor of the course within one week of the time the graded work is returned or posted. Every effort will be made to post the grades for assignments, guest lecture attendance, and exams in a timely manner. It is your responsibility to verify the accuracy of these entries and to bring to my notice any missing or incorrectly entered grades. Please do not wait till the end of the semester to claim credit for assignments.

Examinations:
Examination content will cover readings, class lectures, guest lectures, video tapes, and anything discussed or explained in class. Examinations must be taken on the date scheduled and no makeup exams will be given later except in the case of acceptable documented medical or family emergency. If, for some reason you must miss an exam (e.g., for a University related required absence which is documented) and are aware of the fact earlier, talk to me to arrange to take the exam prior to the exam date. A missed exam with no prior arrangement to take the exam at an earlier date will be given a zero score.

Students are directed to read the Georgia Tech academic code of honor guidelines. Academic honesty is expected from every student and any form of cheating during an exam or assignment will be referred to the proper channels in the University for Disciplinary Action that may result in a fail grade.

Current Marketing Development Presentations:
Each student is required to sign up to present a short summary (5 minutes maximum) of at least two articles on separate days that they find interesting related to current marketing related topics found in the popular press
such as newspapers, magazines, or online publications. This summary should not exceed 5 minutes and should provide in a succinct form the following:

a) Must be from a source not more than 3 months old and you should bring and turn in a hard copy of the article being presented with the date and source of the publication visible or written on it along with your name and presentation date. Please remind me at the start of the class session that you are planning to present and remind me again in class in the event I get caught up with the class lecture and discussions.

b) During the presentation, you must be able to articulate clearly the following related to the article
   a. why you found the article interesting
   b. how it relates to the topic scheduled to be discussed in class on the presentation date
   c. what questions might arise relevant to businesses or marketing as a result of the issues presented in the article

c) At least two thoughtful questions related to the article to generate some class discussion (questions that simply elicit a “yes” or “no” type response are not adequate).

Note: I will permit a maximum of three students to make these presentations on any class day. Every student should have completed at least one presentation by the first half of the semester. Permission to present will be given in order of sign up on the google document which the class will be allowed to access at the start of the semester. The requirements for articles that are acceptable for presentation are as follows:

1) Must be from a source not more than 3 months old and you should bring a hard copy of the article being presented with the date and source of the publication visible. Make sure you write your name on the printed copy. Also, please remind me at the start of the class session that you are planning to present and remind me again in the event I get caught up with the class lecture and discussions.

2) Must relate to the topic scheduled for discussion on the date you choose to present. Hence, if you find an interesting article related to product development, make sure you ask for a presentation date for the day when that topic is scheduled to be discussed in class.

3) Must be able to articulate clearly
   a. Why you found the article interesting
   b. How it relates to the topic scheduled to be discussed in class on the day that you present
   c. What questions might arise relevant to businesses or marketing as a result of the issues presented in the article.

Product Marketing Plan Report: (7 written deliverables as indicated in the syllabus). You will select a product that is targeted to college students and then critique its marketing plan based on your research. The product must be approved by the course professor (to ensure that there are no duplications of products in the class) and must be marketed by a firm that is publicly listed. For each element of the marketing plan, you will need to describe what the selected firm is currently doing and how it could be improved to be more effective.
Please do not submit any assignment electronically. You must bring in a hard copy of the typed paper on or before the class session and hand to me. For this project, you will work in groups of 2-3 students. You will be assigned time in class to start the initial work on each section of this project (dates are specified in the syllabus). There will be some research you will have to conduct either online or in the library so you should set aside time to do so. More details about the project will be provided to you in the second week of class. At the end of the semester, you should have a fairly good idea about the selected product’s marketing strategy and how it could be modified and improved. Each section of the paper has to be submitted on the due date specified in the syllabus. Late submissions will incur the late penalty as specified in this syllabus (20% late penalty for each school day).

**Product Marketing Plan Presentation:** Each group will make a short (approximately 15 minutes) presentation about their research (more presentation guidelines will be provided in class). Each student is required to play a significant role in the presentation development and presentation. In addition to the overall group presentation evaluation, there is an **individual presentation grade** that will be assigned.

**Peer Evaluations:** I expect each student to contribute their fair share to the group project. You will complete peer evaluations of member of your group (including yourself) twice during the course of the semester (evaluation forms will be posted on T-square with due dates). Evaluations below 6 (out of 10) are a signal to me that the student is not pulling his/her weight in the group work and is liable to be docked one entire course grade in the event their contribution to the group is not resolved. In extreme circumstances, the student not doing their fair share may need to work alone. Please talk with me early in the semester if you are facing any difficulty in working with your group. Work on all sections of the project will be started in class. Students are expected to be present in all classes and in class participation grades are assigned on the days when the project group work is done in class.

**In-Class Activities and Attendance**

In class participation will include attendance for guest speakers and other scheduled/impromptu in-class activities, and attendance will be taken periodically and particularly on the dates that work for the project is assigned. All students are required to be present in class during the project presentations when attendance will also be taken. All these activities will carry equal points and will be scaled back at the end of the semester to equal to 10% of the final grade. You are encouraged to be present in the classroom since you will not receive credit or be excused if you are absent for any reason. I will allow you to drop the grades of at least one of these in class attendance grades, so reserve these drops for unforeseen emergencies, illnesses, university related absences, resident visa application interviews, or other personal problems.

**In the event you have some additional unforeseen absences due to personal health reasons or other reasons beyond your control and you have discussed this with me, you may be able to make up missed in class assignment grades by presenting an additional current marketing development article following the guidelines specified in that category.** (See guidelines in the earlier section related to “Current Marketing Development Presentations”)

4
**Personal Information Card (counts for one in class activity and is due on the second class meeting date):**

Please turn in the following information typed on a sheet of paper by the due date. Your full name (include the name by which you would like to be addressed in class):

- a) Your current major at Tech.: 
- b) Whether you have taken any Management classes so far and if so, which one(s): 
- c) Whether you have taken any marketing classes so far and if so, which ones(s): 
- d) Why you are taking this class: 
- e) What is your definition of marketing at this point in the semester (Note: there is no right or wrong answer. I am just interested in learning how you define marketing) 
- f) What you hope to learn in this class (include anything specific you would like to learn related to marketing): 

**Classroom Policies** In general, I hope that we can agree on some general guidelines for behavior for both professors and students to make this class a valuable learning experience for everyone:

**Examples of Professor Guidelines:**

- To treat students with courtesy and respect 
- Conduct courses in line with details of the course syllabus and to intimate any changes in a timely manner to students in class 
- Come to class on time and be prepared for each class session 
- Make every effort to respond to questions fully and courteously 
- Provide input on exams and other assignments in a timely manner 
- Be available to respond to students outside the class on a reasonable basis 
- Enforce the honor code and deal with disruptive behavior 

**Examples of Student Guidelines:**

- To treat other students and the course professor with courtesy and respect (this includes talking and being disruptive in class, and arriving to class on time which may distract fellow students and the course professor). 
- Only use a laptop to take class notes or to conduct research for class related work. Outside course, work, texting, chatting online or any other work on the computer should not be conducted in the class and students may be asked to leave the class if engaging in this behavior. 
- Electronic devices such as cell phones should be turned to mute and should not vibrate or ring in class. 
- Come to class on time and be prepared for each class session 
- When there is a guest speaker, give them your full attention and participate 
- Conduct yourself with honor and be active about upholding the honor code amongst yourselves. 
- Take responsibility for your actions 

In addition, to help achieve our course objectives and to have consistency and fairness in evaluation of performance, the following are some classroom policies which I will be enforcing:
Policy on Late Assignments:
Late assignments will receive a zero grade unless you have discussed the reasons for turning it in late with me in advance of the due date and the reasons are acceptable to me. In any event, late assignments will be accepted for up to 5 university working days with a penalty of 20% of the assignment points taken off for each school day that the assignment is late. After five working days, the assignment will not earn any credit. If you turn in a late assignment in any form except in person, it is your responsibility to check with me as soon as possible to ensure that I received it to ensure receiving appropriate credit. In general, I do NOT accept any assignments electronically. You must bring a printed copy of your assignment to turn in to me during class.

Classroom Behavior:
If you need to arrive late or to leave early, please let me know and sit in an area, which will create the least amount of disruption when you arrive or leave. If you are absent from a class you are responsible for getting notes from classmates. Please desist from texting or talking on your mobile device during class. If there is a pressing reason for you to send or receive a call/text, please let me know about it in advance and leave the classroom to use your device.

Disability Resource Center Accommodations:
Reasonable accommodations are available for students who have a documented disability. Please notify the instructor during the first week of class of any accommodations needed for the course. Late notification may cause the requested accommodations to be unavailable.
**Tentative Course Schedule and Assignment Due Dates (Please check syllabus on T-square for updates since some of the work days and other deadlines may change)**

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<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Reading/Assignment</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction to course &amp; Overview of Marketing</td>
<td>Chapter 1</td>
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<tr>
<td>1</td>
<td>Overview of Marketing &amp; International Marketing</td>
<td>Chapter 3 Group preference &amp; Personal Summary card due</td>
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<tr>
<td>2</td>
<td>International Marketing</td>
<td>Chapter 3, Sign up to make article presentations on 2 separate days</td>
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<td>2</td>
<td>Strategic Market Planning</td>
<td>Chapter 2; Select product for Marketing plan critique</td>
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<td>3</td>
<td>Strategic Market Planning</td>
<td>1) SWOT analysis work</td>
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<td>3</td>
<td>Marketing Research and ethics</td>
<td>Chapter 4 Survey development for CB</td>
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<tr>
<td>4</td>
<td>Marketing Research</td>
<td>1) SWOT analysis due</td>
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<td>4</td>
<td>Exam 1</td>
<td>Exam 1 on chapters 1-4</td>
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<td>5</td>
<td>Consumer Behavior (CB)</td>
<td>Chapter 5, 2) CB work</td>
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<td>6</td>
<td>B-B Marketing</td>
<td>Chapter 6; 2) CB analysis due</td>
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<td>6</td>
<td>Target Marketing</td>
<td>Chapter 7 3) Segmenting analysis work</td>
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<td>7</td>
<td>Target Marketing</td>
<td>Last day to make first article presentation</td>
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<td>7</td>
<td>Creating and managing the Product</td>
<td>Chapters 8 &amp; 9</td>
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<td>8</td>
<td>Creating the Product</td>
<td>3) segmenting analysis due</td>
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<td>8</td>
<td>Managing the Product</td>
<td>4) Product and branding work (Group Eval 1 Due)</td>
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<td>Week</td>
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<td>9</td>
<td>Services Marketing</td>
<td>Chapter 10</td>
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<td>4) product and branding due</td>
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<td>Pricing Concepts and Methods</td>
<td>Chap 11</td>
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<td>10</td>
<td>Pricing Concepts and Methods</td>
<td>5) Pricing work</td>
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<td><strong>Exam 2</strong></td>
<td>on chaps 5-11</td>
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<td>11</td>
<td>Communications Strategy</td>
<td>Chapter 12;</td>
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<td>5) Pricing strategy due</td>
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<td>12</td>
<td>Advertising, Sales Promo,</td>
<td>Chapters 13 &amp; 14</td>
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<td>Personal selling</td>
<td>6) promotion strategy work</td>
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<td>13</td>
<td>Distribution Channels</td>
<td>Chapter 15</td>
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<td>Work on Final Projects</td>
<td>6) Promotion strategy due</td>
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<td>7) Distribution Strategy work</td>
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<td>7) Distribution strategy due</td>
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<td>Last day to make second article presentation</td>
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<td>14</td>
<td>Group Presentations</td>
<td>Project Presentations</td>
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<td></td>
<td>Group Presentations</td>
<td>Project Presentations</td>
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<tr>
<td></td>
<td>Final Exam Review</td>
<td>Group Evaluation 2 due</td>
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Final Exam date will be announced later in the semester and will be held during the final exam period at GTL. Please do NOT make any travel plans till you know the class final exam date since you are required to take the exam on the scheduled day.