

# Management 3300, Marketing Management

2020 spring, Georgia Tech Lorraine

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## **Required Text Book:**

*Marketing: Real People, Real Choices* (2018), Michael R. Solomon, Greg W. Marshall, and Elnora W. Stuart, 9<sup>th</sup> Edition.

## **Suggested Readings:**

Current periodicals, such as *The Wall Street Journal*, *Economist*, *Business Week*, *Advertising Age*

## **Specific Course Objectives:**

Have you ever wondered about the mastery with which *Apple* has created a sustained demand for its products in the market, or what it is about the *Despacito* video that captured the minds of multiple generations, or why *Starbucks* has people flocking to their shops despite their higher prices? If so, Marketing Management (MGT 3300) is a course that offers insights into these topics and many other aspects of marketing. This is an introductory level course in marketing and is designed to provide a broad exposure to the principles of marketing from both a theoretical and managerial perspective. In addition to making students aware of terminology, concepts, and techniques that are part of the world of marketing, students have the opportunity through out the semester to apply key marketing concepts while working on the planning and implementation of a successful marketing plan for a real firm.

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 @ 25% each))	50%
Final Exam	15%
In class activities & class attendance ( <b>READ</b> policy in syllabus to makeup missed attendance)	10%
Current marketing development presentations (2 each worth 2%)	4%
Product Marketing Plan Report (8 sections@ 2% /section)	16%
Group Peer Evaluation (2 times @ 2% each)	5%

**Total** **100%**

**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 missed assignment grades since it may be too late to provide alternate ways to correct this.

**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 an 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 for such reasons 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 details of the article or news report and how it relates to the marketing topic scheduled for discussion. In addition, you must provide at least two thoughtful questions related to the article to generate some class discussion. Please ensure that the topic that you choose to present in the class relates to our scheduled topic of discussion for that day (refer to the course schedule in this syllabus) and that you have some convincing reason to bring it to the attention of the class. In any class session, I will permit a maximum of three of these presentations on any class day. Date assignments which will be given in order of first come first serve requests. The requirements for articles that are acceptable for presentation are as follows:

- 1) Must be from a source not more than 6 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
- 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
  - c. what questions might arise relevant to businesses or marketing as a result of the issues presented in the article.

**Product Marketing Plan Report (group project): (8 written deliverables as indicated in the syllabus schedule).** 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 on a US stock exchange. 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 approximately 4-6 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).

**Peer Evaluations:** I expect each student to contribute their fair share to the group project. You will complete peer evaluations of all members 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 8 (out of 10) are a clear signal to me that the student is not pulling his/her weight in the group work. You can expect to be docked one entire course grade if the issue of contribution to the group remains unresolved by the end of the second group evaluation. In any case, any evaluations below 90% will result in a reduction of all group assignments turned in that category grade by 10%. Any evaluation below 80% will result in that category grade reduction by 20%, evaluation grades below 70% docked 3-%, and so on. In extreme circumstances, the student not doing their fair share may be asked to work alone. Please talk with me early in the semester if you are facing any difficulty in working with your group. Addressing this issue early is a better way to resolve any potential and actual problems. Work on each section of the project will be started in class when time will be given for group work. Students are expected to be present in all classes and in class participation attendance is taken on the days when the project group work is scheduled 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 have scheduled time to permit work for the marketing plan project. All in class activities and associated attendance will carry equal points and will be scaled 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 two of these in class attendance grades, so reserve these drops for unforeseen emergencies, illnesses, university related absences, interviews, or other personal problems.

**In the event you have some additional unforeseen absences due to personal health reasons or other university related absences beyond your control and you have discussed this with me, you can make up missed in class assignment grades by presenting an additional current marketing development article** (See guidelines for current marketing developments presentation) It is your responsibility to keep track of when the group work is assigned (clearly specified in the course schedule) and to be present in class to receive the attendance grade.

**Note:** I will permit a maximum of three students to current marketing development presentations on any class day so please contact me well in advance to let me know which day you want to present the article to make up a missed attendance grade.

**Personal Information (counts for one in class activity/attendance and is due on the third 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 and year of school at Tech.:
- b) Whether you have taken any Business classes and if so, which one(s) (provide class names)

- c) Whether you have taken any marketing classes so far and if so, which ones(s):
- d) At least one interesting fact you would like to share about yourself.
- e) What you hope to learn in this class (include anything specific you would like to learn related to marketing):

### **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.

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 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. In general, I strongly encourage you to focus on class discussions and lecture rather than use any electronic devices (except to follow lecture or to take notes).
- 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. This includes being aware of course requirement, class policies, etc.

**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)**

<b>Week</b>	<b>Topic</b>	<b>Reading/Assignment</b>
1	Introduction to course Overview of Marketing	Chapter 1
2	Global & Ethical Marketing  Strategic Market Planning	Chapter 2 <b>Group preference &amp; Personal Summary card due</b> Chapter 3 Submit top 3 choices for Product and firm choice for Marketing plan analysis. Product must be a good targeted to college students and firm must be publicly listed in a US Stock exchange)
3	Strategic Market Planning Strategic Market Planning	Chapter 2 <i>1W) SWOT analysis work</i>
4	Marketing Research Marketing Research	Chapter 4 <b>1d) SWOT analysis due</b> <i>2W) Work on List of Survey questions</i>
5	Marketing Analytics	<b>Chapter 5, 2D (Survey draft due)</b>
6	<b>Exam 1</b> Consumer & Business Markets	<b>Exam 1 on chapters 1-5</b> Chapter 6
7	Consumer & Business Markets  Consumer & Business Markets	<i>3W) CB work</i>
	<b>Spring Break (Feb 24-28)</b>	<b>No Class</b>
8	Target Marketing  Creating and managing the Product	<b>Chapter 7, 3D: (CB analysis due)</b> <i>4W) Segmenting analysis work</i> Chapters 8 & 9
9	Creating and managing the Product  Creating and managing the Product	<b>4D) Segmenting analysis due</b> <i>5W) Product and branding work</i> Chapters 8 & 9 <b>(Group Eval 1 Due)</b>

Week	Topic	Reading/Assignment
10	Creating and managing the Product	<b>5D) product and branding due</b> <b>Guest Speaker</b>
	<b>Exam 2</b>	<b>Exam 2 on chaps 6-9</b>
11	Pricing Concepts and Methods	<i>Chap 10</i>
	Pricing Concepts and Methods	<i>6W) Pricing strategy work</i>
12	Communications Strategy	Chapters 13 & 14
	Advertising, Sales Promo, Selling	<i>7W) Promotion strategy work</i> <b>6D) Pricing strategy due</b>
13	Advertising, Sales Promo, Selling Distribution	<b>Chap 13 &amp; 14</b> Chapters 11 & 12 <b>7D) Promotion strategy due</b> <i>8W) Distribution Strategy Work</i>
14	Distribution	<b>8D) Distribution strategy due</b>  Group Evaluation # 2 due
15	Exam Review	

**Final exam date: TBD**