Management 3300, Marketing Management
2020 spring, Georgia Tech Lorraine

Professor: Dr. Alka Varma Citrin
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Office Hours: Tuesdays, TBD and by appointment

Required Text Book:

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 throughout 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 (READ 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, and anything discussed or explained in class.

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 make a short presentation of a current article relevant to a topic scheduled for discussion in class. More details will be provided in class.

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 develop a marketing plan in 8 different stages as each topic is discussed in class. Details and expectations will be provided and this is an opportunity for you to apply your knowledge of marketing to a real product in the market.
**Peer Evaluations:** Must be completed in the provided forms and turned in on due dates that will be provided in a detailed class schedule

**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

**Tentative Course Schedule and Topics**

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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| 1    | Introduction to course  
Overview of Marketing |
| 2    | Global & Ethical Marketing  
Strategic Market Planning |
| 3    | Strategic Market Planning |
| 4    | Marketing Research  
Consumer & Business Markets |
| 5    | Consumer & Business Markets |
| 6    | Spring Break (Feb 24-28)  
Target Marketing |
| 7    | Creating and managing the Product |
| 8    | Creating and managing the Product |
| 9    | Pricing Concepts and Methods  
Communications Strategy  
Advertising, Sales Promo, Selling  
Distribution |
| 10   | Advertising, Sales Promo, Selling |
| 11   | Distribution |