

Management 3300, Marketing Management

2022 summer, Georgia Tech Lorraine

Professor: Dr. Alka Varma Citrin

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Office Hours: TBD and by appointment

TA: TBD

Required Text Book:

Marketing: Real People, Real Choices (2018), Michael R. Solomon, Greg W. Marshall, and Elnora W. Stuart, 9th Edition, ISBN (paper copy: 9780134292663). You can purchase the electronic copy or the paper copy.

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	10%
In class activities & class attendance	10%
Product Marketing Plan Report (multiple parts)	21%
Group Peer Evaluation (2 times @ 4.5% each)	9%

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.

Product Marketing Plan Report (group project): (A number of written deliverables as indicated in the syllabus schedule). You will select a product that is targeted to college students studying abroad in France and develop a marketing plan based on your market research. The product ideas must be approved by the course professor to ensure that there are no duplications and will also need to be suitable for an academic setting. Detailed instructions will be provided to complete the assignments.

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 canvas 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 days when marketing plan work is to be started, any special events/guest speakers, and other scheduled/impromptu in-class activities (see syllabus for workdays for the marketing plan). 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 for all class sessions 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, missed train/flight connections, 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 the excused missed in class assignment grades by presenting a 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.

Current Marketing Development Presentations (to make up an excused absence):

Find an article related to a marketing topic scheduled for discussion in class. You can find the article in found in the popular press such as newspapers, magazines, or online publications. Taking no more than 5 minutes provide in a succinct form details of the article or news report and how it relates to the marketing topic scheduled for discussion. The requirements for articles that are acceptable for presentation are as follows:

- 1) Must be from a source no older than 6 months and you should submit a pdf 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) Article should relate to the marketing topic scheduled for discussion on the date you choose to present.

- 3) You must be able to articulate clearly
 - a. A summary of the article
 - b. why you found the article interesting
 - c. how it relates to the topic scheduled to be discussed in class
 - d. what questions might arise relevant to businesses or marketing as a result of the issues presented in the article.

Personal information sheet and group preference (if any) (counts for one in class activity/attendance and is due at the start of the second week of class: Please complete the personal information sheet posted on Canvas to turn in on canvas at the start of the second week of class.

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.

Recordings of Class Sessions and Required Permissions

*Due to Covid-19 concerns and the increased use of distance learning, our class sessions may be audio visually recorded for use by enrolled students. Class recordings, lectures, and other classroom presentations presented through video conferencing and other materials posted on Canvas are for the sole purpose of educating the students enrolled in the course. **Students may not record or share recordings,** including screen capturing, unless the instructor states so or individual permission is obtained. Exams and tests may require students to engage the video camera, but those recordings will not be shared with or disclosed to others without consent unless legally permitted. Additional information may be found [here](#).*

- *For classes where participation is voluntary, students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded.*
- *For classes requiring class participation, if students are identifiable by their names, facial images, voices, and/or comments, written consent must be obtained before sharing the recording with persons outside of students in the 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 subject to change:

Week	Topic	Reading/Assignment
Week 1	Introduction to course Overview of Marketing	Chapter 1 & 2
Week 2	Global & Ethical Marketing Strategic Market Planning	Chapter 2 & 3 Marketing Plan description Group preference & Personal Summary sheets due Chapter 3 Group assignments. Product description choices due
Week 3	Strategic Market Planning Marketing Research	Chapter 3 MP 1 Work Chapter 3 MP1 due MP2 survey draft questions work
Week 4	Marketing Analytics Exam 1	Chapter 5, (MP2 Survey draft due) Exam 1 on chapters 1-5
Week 5	Consumer & Business Markets Consumer & Business Markets	Chapter 6 <i>(Finalize survey and make data collection plans)</i>
Week 6	Target Marketing & Segmentation Creating and managing the Product	Chapter 7; MP3 work Chapters 8 & 9
Week 7	Creating and managing the Product	MP3 due MP4: Product and branding work Chapters 8 & 9 MP4 product and branding due (Group Eval 1 Due)

Week	Topic	Reading/Assignment
Week 8	Exam 2	Exam 2 on chaps 6-9
	Pricing Concepts and Methods	<i>Chap 10</i> MP 5: Pricing strategy work
Week 9	Communications Strategy	Chapters 13 & 14 (MP5: Pricing strategy due)
	Advertising, Sales Promo, Selling	MP 6: Promotion strategy work
Week 10	Distribution	Chapter 11 MP6: Promotion strategy due MP7: Distribution Strategy Work MP7: Distribution strategy due
Week 11	Distribution	Group Evaluation # 2 due

Final exam date: TBD