Marketing management is concerned with the risk and allocation of scarce company resources in the search for a competitive advantage in the marketplace. This course is designed to introduce and develop the marketing terminology, concepts and processes used by today's marketing companies when developing and implementing marketing strategies.

The objectives of this course are:

♦ To introduce and argue for a marketing orientation in company planning and thinking regardless of functional responsibility.
♦ To provide an analytical framework for developing, pricing, distributing and promoting products and services.
♦ To introduce and develop the marketing tools and concepts necessary for making more persuasive arguments in favor of marketing activities.
♦ To provide a forum for students to practice their reasoning, judgements and evaluations of marketing problems.

The emphasis in this course is placed on identifying, analyzing and solving marketing problems. We will use lectures, case studies, and classroom discussions to develop these marketing issues. This will be an intensive and highly interactive course. Students are expected to question, argue and discuss everything that is presented. Requirements for this class are enthusiasm and a willingness to think and work. A sense of humor would also be greatly appreciated.
Course Materials


Harvard Case Packet

Course Requirements

Your final grade will be composed of the following:

1) Midterm Exam 35%
2) Final Exam 35%
3) Written Case Studies (2) 20%
4) Case preparation and class participation 10%

Further details regarding the written case requirements and my other expectations will be provided in class.

Course Schedule

5/17 Course Introduction
Course structure and requirements
Marketing Planning

Read: Winer: Chapters 1 & 2
Video case: Club Med

5/19 Product Portfolio Analysis
Marketing Research

Read: Winer: Chapters 3 & 7 (8)
Video case: Maytag

5/24 Market segmentation
Positioning and Branding

Read: Winer: Chapter 4 (7)

5/26 Consumer Buying Behavior
Industrial buying behavior

Read: Winer: Chapter 5
Case: Mediquip

5/31 Memorial Day
6/2
Product and Market Life Cycles
Competition
Midterm review

Read: Winer: Chapter 6
Case: Marketing Myopia

First Written Case Due—Loctite Corp

6/7
Midterm Exam

6/9
Channels of Distribution

Read: Winer: Chapters 10 & 11
Case: Z-Corp

6/14
Pricing

Read: Winer: Chapters 12 & 13
Case: Cumberland Metal

6/16
Marketing Communications

Read: Winer: Chapters 9 & 14
Case: Digital Angel

6/21
Services marketing
Global marketing

Read: Winer: Chapter 15
Case: Mary Kay Cosmetics

6/23
Final Exam Review

Second Written Case Due—Calyx & Corolla

6/28
Final Exam