“Chance favors the prepared mind.”

Louis Pasteur

As Peter Drucker said: “The purpose of a business is to create a customer.” 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**

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<tr>
<th>Date</th>
<th>Topic</th>
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| 5/17 | Course Introduction  
Course structure and requirements  
Marketing Planning |
|      | Read: Winer: Chapters 1 & 2  
Video case: Club Med (shown in class) |
|      | Product Portfolio Analysis  
Marketing Research |
|      | Read: Winer: Chapters 3 & 7 (8)  
Video case: Maytag (shown in class) |
| 5/24 | No class |
| 5/31 | Market segmentation  
Positioning and Branding |
|      | Read: Winer: Chapter 4 (7)  
Case: Starbucks |
|      | Consumer Buying Behavior  
Industrial buying behavior |
|      | Read: Winer: Chapter 5 |
6/7  Product and Market Life Cycles
    Competition
    Midterm review

    Read:  Winer: Chapter 6
           Case:  Marketing Myopia

    First Written Case Due—Loctite Corp

    Channels of Distribution

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

6/14  Midterm Exam

    Pricing

    Read:  Winer: Chapters 12 & 13
           Case:  Groupon

6/21  Marketing Communications

    Read:  Winer: Chapters 9 & 14

    Global marketing

    Read:  Winer: Chapter 15
           Case:  Mary Kay Cosmetics

    Final Exam Review

6/28  Services marketing

    Second Written Case Due—Calyx & Corolla

    Final Exam