“Chance favors the prepared mind.”

Louis Pasteur

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

Marketing Management, 3rd edition, Russell Winer, Prentice Hall

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

9/20 Course Introduction
   Course structure and requirements
   Marketing Planning

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

9/27 Product Portfolio Analysis
   Marketing Research

Read: Winer: Chapters 3 & 7 Video case: Maytag

10/4 Market segmentation
   Positioning and Branding

   Read: Winer: Chapter 4

10/11 Consumer Buying Behavior
   Industrial buying behavior

   Read: Winer: Chapter 5 Case: Mediquip
10/18  Product and Market Life Cycles Competition
      Midterm review

      Read:  Winer: Chapter 6  Case: Marketing Myopia

      First Written Case Due—Loctite Corp

10/25  Midterm Exam

11/1   Channels of Distribution
      Read:  Winer: Chapters 12 & 13  Case: Z-Corp

11/8   Pricing
      Read:  Winer: Chapters 9  Case: Cumberland Metal

11/15  Marketing Communications
      Read:  Winer: Chapters 10 & 11  Case: Digital Angel

11/22  No Class

11/29  Services marketing   Global marketing

      Read:  Winer: Chapters 14 & 15  Case: Mary Kay Cosmetics

12/6   New Product Development
      Read:  Winer: Chapter 8

      Second Written Case Due—Calyx & Corolla

Final Exam Review

12/13  Final Exam