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


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

9/24       Course Introduction
           Marketing Planning

           Read: Kotler: Chapters 1-2
           Video case: Club Med

10/01      Marketing Research
           Product Portfolio Analysis

           Read: Kotler: Chapters 3-4
           Video case: Maytag

10/08      Product and Market Life Cycles
           Competition

           Read: Kotler: Chapters 11 & 12
           Case: Marketing Myopia

10/15      Market Segmentation
           Positioning and Branding

           Read: Kotler: Chapters 8-10
           Video case: Nike vs. Reebok
10/22  Consumer and Industrial Buying Behavior
Midterm Exam Review

Read:  Kotler: Chapters 6 & 7
Case: Mediquip

First Written Case Due—Loctite Corp

10/29  Midterm Exam

11/05  Channels of Distribution

Read:  Kotler: Chapter 15
Case: Z Corp

11/12  Pricing

Read:  Kotler: Chapter 14
Case: Cumberland Metal

11/19  Marketing Communications

Read:  Kotler: Chapters 17-19

11/26  No class

12/03  Services Marketing
Global Marketing

Read:  Kotler: Chapters 13 & 21
Case: Mary Kay Cosmetics

12/10  Course Summary
Final Exam Review

Second Written Case Due—Calyx & Corolla

12/17  Final Exam