

MBAD 6270
Marketing Management

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(Please put **MBAD 6270** in the subject line)
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Consultations: I will be available prior to class and after class to answer any questions.
Feel free to email me any questions you may have about the class.

Course Description:

Due to improvements in technology and changing demographics, new markets are opening up throughout the world. Competition for these new markets has become fierce due to increases in both the number and size of domestic and international companies that want to sell to these markets. The purpose of this course is to provide students with an opportunity to learn about business from a marketing perspective. We will explore marketing concepts with an emphasis on management decision making. Through discussion and participation, we will address the impact of the external environment (e.g., technology, competition, political) on corporate marketing decisions (e.g., distribution, promotion, pricing, introduction of new products).

Course Objectives:

1. To be able to apply marketing concepts (e.g., analysis of market opportunities and threats) to corporate decision making. This will be accomplished using case analyses, exercise, projects, and discussion of current events.
2. To know the meaning of various marketing concepts. Through class discussion and exams students will be able to demonstrate their proficiency of marketing knowledge.
3. Understanding frameworks to analyze business strategies and processes affected by marketing.
4. To use marketing frameworks to identify and analyze emerging opportunities.
5. To be able to identify and communicate the key managerial issues that arise due to consideration and implementation of marketing initiatives.

Expectations from students:

1. Read, review, and study the textbook.
2. Print out the slides and take notes on the slides during class
3. Show respect for learning by requesting acknowledgement when you have a question
4. Arrive on time and stay until class is over to avoid disturbing your classmates.
5. Attend and participate in the classroom discussions.
 - a. Students can be called on to provide their opinion or to explain concepts that have been covered in the readings.
6. Turn off cell phones during class
7. Refrain from individual discussions as they might distract your classmates.

8. Know and understand the Student Code of Academic Integrity and the UNCC Code of Student Responsibility.

Textbook and Cases:

1. Kotler and Keller (2016), *Marketing Management (15th edition)*, Prentice Hall a division of Pearson Education, Inc., Upper Saddle River, New Jersey, 07458.
ISBN: 9780133856460
2. Harvard Business School Cases: <http://cb.hbsp.harvard.edu/cbmp/access/57996104>

Fitbit
Microsoft Office
Building the brand community in Harley Davidson
Haier
Best Buy
Uber in China
Amazon, Apple, Facebook, Google
The London 2012 Olympic Games
Disney consumer products in Lebanon
Ford Fiesta
AccorHotels and the Digital Transformation

Grading Policy:

A student's grade will be determined on the basis of his/her accomplishments in the following areas:

In-Class Case Presentations	20 points
In-Class Participation	100 points
Case written assignments	100 points
Mid-term exam	200 points
Final exam case analysis	200 points
Project	
Paper	180 points
Presentation	20 points
Total	820 points

Your final grade is determined by dividing your points earned by the total class points.

The following scale will be used to determine final course grades:

"A" = 90 to 100 %	Commendable
"B" = 80 to 89.5 %	Satisfactory
"C" = 70 to 79.5 %	Marginal
"U" = Below 69.5 %	Unsatisfactory

Participation:

I genuinely encourage each of you to actively participate in classroom discussion. This grade is worth 100 points and is graded on a scale of 0 to 100. Students are expected to actively discuss cases in both small group and large group settings. Your participation in the small group discussion will also be evaluated.

Students can be called upon anytime during the class to participate.

Attendance Policy:

I understand the majority of MBA students are working either part-time or full-time, but you have made a commitment to learn about Marketing Management. Any student who will miss a class needs to contact me prior to the class. Students who miss 3 or more classes will fail the course unless there are exceptional circumstances.

Written Assignments:

Students will be responsible for analyzing cases individually prior to coming to class. During class students, will turn in either responses to written case questions or they will follow the outline for in-class case presentations presented below. You will need to refer to Canvas for further instructions.

In-Class Case Presentations:

Each group will be responsible for presenting one of the Harvard Business Cases. The following information is to be used as an outline for in-class case presentations.

1. Problem Definition
2. Situation Analysis (may use outline form and single space this section)
 - a. Strengths
 - b. Weaknesses
 - c. Opportunities
 - d. Threats
3. Alternatives
 - a. Alternatives should be fully developed, logical, and you should provide support for each of the alternatives.
4. Recommendation
5. Justification for the recommendation
 - a. This is probably the most important component of the analysis. Exhibits or diagrams may be useful and would be included as part of the appendix.
6. Limitations of the Recommendation

Mid-Term Exam: The mid-term exam will consist of 10 essay questions.

Final Exam:

The final exam will consist of a written case analysis. Use the format shown above in the “In-Class Case Presentations” section of the syllabus. The final exam written paper should be approximately 7 to 10 double-spaced pages (not including any exhibits or graphs). Do not use the internet or any other source of information to write up your case. You are only to use information you learn by reading the case to write your paper.

Appeals for grading:

I spend a lot of time assessing assignments and exams. I believe all of your assignments and exams are learning experiences. With that said, if you believe I should regrade your case writeup, assignment, or exam grade please follow these instructions:

1. All appeals need to be in writing within one week of the assignment/exam being returned to you.
2. You need to state specifically the reason for your appeal and where you want me to focus attention in the assignment. Specifically, what page/paragraph do you need me to reassess.
3. In light of your appeal I will regrade the entire assignment which can result in your grade going UP or DOWN.

Class structure:

The course will be conducted using lectures, exercises, and cases. I suggest you print the PowerPoint slides for each chapter being covered and bring them to class on the appropriate day. The pace of my coverage of the material will be based on you having the slides during the lectures. You may also want to bring a calculator to assist in the case analyses.

Use of electronic devices:

I understand students desire to take notes using a laptop or ipad. Unfortunately, the use of electronics in the classroom can become distracting to my teaching the class and it can distract other students sitting nearby. Therefore, be FORWARDED, you are free to use the laptops but any students who do not appear to be paying attention will be asked to contribute their thoughts to the discussion.

Academic Integrity:

The UNC Charlotte Academic Integrity Policy will be followed. The student is responsible for reading and understanding the policy: Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

Statement on Diversity:

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

Proposed Course Outline			
(subject to change during the session)			
Please read and complete the assignments before coming to class.			
	Topic	Chapters to read prior to class	Cases to be prepared for class
10-Jan	Defining marketing for the new realities	1	
17-Jan	Marketing strategies / Collecting information	2 and 3	Fitbit
24-Jan	Marketing research / Creating loyalty	4 and 5	Microsoft office
31-Jan	Consumer and Business markets	6 and 7	Building brand community in Harley Davidson Posse
7-Feb	Global markets / Identifying market segments	8 and 9	Haier
14-Feb	Brand positioning / Brand equity	10 and 11	Best Buy Inc. - Dual Branding in China
21-Feb	Midterm exam		
28-Feb		Project meetings	
7-Mar	Spring break		
14-Mar	Addressing competition / Product strategy	12 and 13	Uber in China
21-Mar	Managing services / Introducing new market offerings	14 and 15	Amazon, Apple, Facebook, Google
28-Mar	Developing pricing strategies / Integrated marketing channels	16 and 17	The London 2012 Olympic Games
4-Apr	Retailing and wholesaling / Marketing communications	18 and 19	Disney consumer products in Lebanon
11-Apr	Mass and digital communications	20 and 21	Ford Fiesta
18-Apr	Personal communications / Holistic marketing organization	22 and 23	AccorHotels and the Digital Transformation: Enriching Experiences through Content Strategies along the Customer Journey
25-Apr		Final exam	
9-May		Project Presentations	