

Marketing Management

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MKT 4300

Instructor: Michael Breazeale, Ph.D.

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Office Hours: MW 9:00am-Noon
or by appointment

Section 001: MW Noon-1:15pm
Mammel Hall 325

Section 002: M 6:00-8:40pm
Mammel Hall 119

Official Course Description: A case study course that examines product, price, promotion and channel of distribution policies. Major emphasis is placed on analysis of marketing problems and the facets of making decisions in the marketing area. Prereq: MKT 3310 with grade of 'C+' or better plus 6 hours of marketing, all with 'C' (2.0) or better, senior standing; GPA of 2.5 or better.

My Course Description: In this course we will be applying the information you have gained in all of your other business courses and applying it to real world situations. We will explore the factors that go into making strategic marketing decisions for a firm — decisions that will determine whether that firm is profitable, growing, being a good citizen, and surviving. You will apply what you have learned in new ways as we analyze real-world cases studies and then apply those lessons to local firms that you will choose. This course is not about learning a lot of new material. It is about synthesizing and applying what you have already learned.

Course Materials: (1) The required text for this course is A Framework for Marketing Management (5th Edition) by Kotler and Keller (ISBN #978-0-13-253930-2). (2) There is also a required case pack available at the UNO bookstore. (3) You should also follow me on Twitter @MktgMike. I will be tweeting links to articles of interest for this course, and some of that material will be on the exams. (4) Finally, you should also subscribe to the *MktgMike Daily* (<http://paper.li/MktgMike/1316368311>), a resource I compile to keep you informed as a professional marketer.

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“If the course isn’t new material, then what am I getting out of it?”

I’m glad you asked! You will learn:

- to investigate case studies that include strategic decisions on products, promotions, distribution, and pricing.
- to understand the complexities of decisions in marketing management.
- to understand frameworks for analyzing markets, customers, and competitors.
- to demonstrate how information technology and global economy relate to marketing management.
- to integrate all of these concepts into an original marketing plan.

Attendance and Participation: This class is for you to discuss marketing management issues — please speak up! Comments should reflect the reading. Meaningful participation will be considered with borderline final grades. Hence, attendance and insightful participation in discussion is required. I will check attendance. In the event an assignment is missed due to absence, it cannot be made up, unless arrangements are made prior to the absence.

No make-up exams will be given for exams missed without prior approval of the instructor. Materials (cases, papers, presentations) will not be accepted late. You should read assigned material and come to class prepared to discuss the subjects to be covered. Class attendance is an important factor in learning and an indicator of course grades.

Contacting Me: I have posted office hours but am very happy to help you whenever you need it. Your e-mails come to my phone, and I will answer you as quickly as possible. I rarely check the messages on my office phone, so I have given you my cell number to use when you feel it is necessary.

Grading:	A+ = 98-100	A = 93-97	A- = 90-92
	B+ = 88-89	B = 83-87	B- = 80-82
	C+ = 78-79	C = 73-77	C- = 70-72
	D+ = 68-69	D = 63-67	D- = 60-62
	F = Below 60		

Your grade will be determined by the following breakdown:

Exams (2 at 20%)	40%
Semester Project Portfolio	20%
Semester Project Presentation	15%
Participation	<u>25%</u>
Total	100%

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Semester Project Overview: This project is worth thirty-five percent of your grade and will involve working in teams. It is a real-world consulting project with a client your team will select. Each team will work with their client to develop a marketing strategy recommendation for that client and will then present that plan to the client at the end of the semester. For those of you who plan to pursue a career in any marketing capacity, this project should provide you very useful experience that you can include on your resume’.

Participation: Twenty-five percent of your grade comes from in-class participation. Your attendance, answering of questions, offering of comments, and project participation are all considered for this grade. Be aware of this from the first class meeting. You cannot make this up in the last few meetings!

Assignments: All assignments are due at the beginning of class on the due date. No late assignments will be accepted or graded. If you have to miss class on a due date, you should e-mail your assignment to me or make other prior arrangements. Anything Else? Please be on time. It’s very distracting when you are not. Also distracting—cell phones, text messaging, and MP3 players. I don’t allow any of them so you should not have any of them accessible during our time together. I will treat you as adults, but ignoring this rule can result in embarrassing consequences.

Anything Else? Please be on time. It’s very distracting when you are not. Also distracting—cell phones, text messaging, and MP3 players. I don’t allow any of them so you should not have any of them accessible during our time together. I will treat you as adults, but ignoring this rule can result in embarrassing consequences.

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WEEK	DATE	TOPIC	READING
1	M-Jan 7	<i>So what's the deal?</i> An introduction to the course and the semester project	Syllabus
	W-Jan 9	<i>Defining Marketing for the 21st Century</i> It's all about the basics.	Chapter 1
2	M-Jan 14	<i>Developing Marketing Strategies and Plans</i> You can't get where you're going without a roadmap.	Chapter 2
	W-Jan 16	<i>Collecting Information and Forecasting Demand</i> The more you know . . .	Chapter 3
3	M-Jan 21	Martin Luther King Day	No Class
	W-Jan 23	<i>Creating Long-term Loyalty Relationships</i> Why you want your customers to go steady with you.	Chapter 4
4	M-Jan 28	<i>Analyzing Consumer Markets</i> Consumer behavior in the real world	Chapter 5
	W-Jan 30	<i>So how does this case thing work?</i> Using a short sample case to learn the case method	Case: Terra Byte
5	M-Feb 4	<i>Analyzing Business Markets</i> When your customer is another business, things change.	Chapter 6
	W-Feb 6	<i>Ikea Invades America</i> When you market against the grain, it can work!	Case: Ikea
6	M-Feb 11	<i>Identifying Market Segments and Targets</i> Divide and conquer . . . the competition!	Chapter 7
	W-Feb 13	<i>Resuming Internationalization at Starbucks</i> Making the world your oyster	Case: Starbucks
7	M-Feb 18	<i>Creating Brand Equity</i> In a world with millions of products, the brand is king.	Chapter 8
	W-Feb 20	<i>AskTheDoctor.com</i> Do entrepreneurs discover opportunities or create them?	Case: AskTheDoctor
8	M-Feb 25	<i>Crafting the Brand Position and Competing Effectively</i> My brand is better than yours, and I'll prove it!	Chapter 9
	W-Feb 27	<i>ING Direct</i> Using social media for fun and profit!	Case: ING
9	M-Mar 4	Exam: Chapters 1-9	Exam 1
	W-Mar 6	<i>Setting Product Strategy & Marketing thru the Life Cycle</i> Riding the product life cycle to the finish line	Chapter 10

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WEEK	DATE	TOPIC	READING
10	M-Mar 11	<i>Designing and Managing Services</i> What you can't see . . . can make you lots of money.	Chapter 11
	W-Mar 13	Marketing Plan Meeting	
11	M-Mar 18	Spring Break	No Class
	W-Mar 20		
12	M-Mar 25	<i>Designing and Managing Integrated Marketing Communications</i> It's great (& profitable) when a plan comes together!	Chapter 15
	W-Mar 27	Marketing Plan Meeting / Preliminary Marketing Plans Due	1st Draft Due
13	M-Apr 1	<i>Managing Mass Communications</i> The power of multiple exposures should not be underestimated.	Chapter 16
	W-Apr 3	Marketing Plan Meeting	
14	M-Apr 8	Exam: Chapters 10, 11, 15, 16	Exam 2
	W-Apr 10	Marketing Plan Meeting	
15	M-Apr 15	Marketing Plan Meeting	
	W-Apr 17	Client Presentations	All Marketing Plans Due
16	M-Apr 22	Client Presentations	
	W-Apr 24	Client Presentations	
17	M-Apr 29	Final due by e-mail at 1:15pm	Final Exam

**This syllabus is subject change.
Any changes will be communicated no later than
6pm on the day before class.
Please check your e-mail.**