

INTERAMERICAN UNIVERSITY OF PUERTO RICO  
METROPOLITAN CAMPUS  
DOCTORAL ENTREPRENEURIAL AND MANAGERIAL DEVELOPMENT  
PROGRAM

**I Course Title: SEMINAR ON SPECIAL MARKETING THEMES**

**Course Code:** 797D

**Credits:** 3

**II Course Description:**

Development of special topics in the marketing area; in accordance to the doctoral student interest under the faculty supervision. Comparison of marketing research and strategy application in different scenarios of business.

**III General Objectives and Specific Objectives**

**After completion of this course the students should be able to:**

1. Develop analytical skills in the formulation and implementation of market –driven strategies for an organization
  - 1.1. Analyze multiple applications of strategic marketing decision-making.
  - 1.2. Formulate, develop, and present a comprehensive strategic marketing plan for the new economy (e-Plan)
  - 1.3. Demonstrate the ability to write professional level marketing executive reports and interact effectively as a consultant, with clients.
2. Focus on the study of strategic decision-making which has a long-term impact on the organization.
  - 2.1. Allow graduate students to reflect on, evaluate, analyze, and examine a variety of problem situations commonly encountered in marketing management , gather and organize the information necessary to formulate and evaluate alternate strategies, select an appropriate strategy and justify and execute the strategy orally and in written.
  - 2.2. Use marketing research in the analysis of current key problems, trends, and issues of strategic marketing.
3. Scrutinize major themes which drive corporate marketing strategy and evaluate its relationship with topics related to each individual student’s doctoral program of study.

- 3.1. Compare the relationship between marketing and other functional disciplines: finances, accounting, human resources, production, and information technology.

#### **IV Course Content\***

##### **A. Strategic Marketing**

1. Introduction and Market Definition

##### **B. Markets and Marketing Research**

##### **C. Segmentation**

##### **D. Decision Making Theory**

##### **E. Market-Driven Strategies**

1. Designing Market-Driven Strategic Development
2. Market-Driven Strategic Program Development
3. Market-Driven Strategic Program its Implementation

##### **F. Customers Assets Theory**

##### **G. Customer Loyalty and Value Theory**

\*The material in this course is not static. It can be applied to real events in today's newspapers and business journals. Students are invited to bring in stories relevant to the topics that are studying in the course for its discussion, and to consider include current events examples in the exam's essays. Journals recommended to review current issues include: *Financial Times*, *The Economist*, *The Wall Street Journal*, *Fortune*, *Business Week*, and other business magazines.

#### **V Course Activities**

- A. Lectures
- B. Computer applications workshops and tutorials.
- C. Case Studies and of Video Cases Discussions
- D. Discussion Forum Participation (Blackboard\_WebCT Platform)
- E. Oral presentations of the marketing research plan and the referee report focusing on marketing strategies.

## VI Grading Criteria

Students are required to:

A. Take two (2) tests	
- A Mid-term test and a Final test	30 %
B. Participate actively in the presentation and discussion of the course material, which will require the reading in advance	10%
C. Write a referee report on a topic related to the course material agreed upon with the instructor*	10%
D. Complete a marketing research plan and a marketing executive Report (10% oral presentation and 40% written report)	<u>50%</u>
Total	100%

## VII Educational Resources

### Textbook

No official text is required. The following are recommended for students in need of refreshing MBA level knowledge of the discipline (instructor will recommend chapters to specific students.)

Kerin, R; and Peterson, R (2007). *Strategic Marketing Problems: Cases and Comments* 11<sup>th</sup> edition, New Jersey: Pearson Education, Inc.

Ferrell. O.C, and Harline, M.D. (2008). *Strategic Marketing* 4<sup>th</sup> edition. Mason, OH; South Western Publishing Company

Cravens, D. W. and Piercy, N. (2006). *Strategic Marketing*, 8<sup>th</sup> edition, New York: McGraw Hill

### References

Hanson, (2007) Internet Marketing Plans. *Internet Marketing* (pp. 398-402).

Kuratko, D.F, & Hodgetts.R.M. (2004) Developing Effective Business Plan, (2004) *Entrepreneurship Theory , Process, and Practice* Donald , (pp. 294-324). Cincinnati, OH: Thomson South Western.

Kotler, Phillip (2003). Positioning and Differentiating the Market offering Through the Product Life Cycle. *Marketing Management* 11<sup>th</sup> Edition Prentice Hall

Kotler, Phillip and Amstrong, Gary (2003). Marketing en la Era del Internet, *Fundamentos de Marketing* 6<sup>th</sup> Edition Prentice Hall. (pp.75-114)

Kotler, Phillip and Amstrong, Gary. (2003). Estrategia de Productos y Servicios, *Fundamentos de Marketing* 6<sup>th</sup> Edition Prentice Hall. (pp.75-114)

K. Douglas Hoffman (2006). Strategies and Marketing. *Marketing Principles and Best Practices* 3<sup>rd</sup> edition Thomson South Western (pp. 36- 65).

K. Douglas Hoffman (2006). Planning. *Marketing Principles and Best Practices* 3<sup>rd</sup> edition Thomson South Western (pp. 67-98)

K. Peter R. Dickson (2006). Marketing Research and information Systems. *Marketing Principles and Best Practices* 3<sup>rd</sup> edition edited by Douglas Hoffman Thomson South Western (pp. 132- 173)

K. Douglas Hoffman (2006). Pricing Strategies and Determination *Marketing Principles and Best Practices* 3<sup>rd</sup> edition Thomson South Western (pp.498-540 )

K. Douglas Hoffman (2006). Marketing Arithmetic. *Marketing Principles and Best Practices* 3<sup>rd</sup> edition Thomson South Western (pp. 541-554)

- Kuratko, D.F, & Hodgetts.R.M. (2004). Marketing research for new ventures  
*Entrepreneurship Theory , Process, and Practice* Donald , (pp. 221-257).  
Cincinnati, OH: Thomson South Western.
- Kuratko, D.F, & Hodgetts.R.M. (2004). Developing Effective Business Plan,  
*Entrepreneurship Theory , Process, and Practice* Donald , (pp. 294-324).  
Cincinnati, OH: Thomson South Western.
- Pride, William, M. and Ferrell, O.C. (1995). Strategic Marketing Planning, *Marketing:  
International Edition* 9th ed. Mifflin Company: Boston, MA (pp. 670-703)
- Pride, William, M and Ferrell O.C. (1995).. *Marketing Management*. International  
Edition 9<sup>th</sup> ed. Mifflin Company: Boston, MA (pp. 670-703)
- Turban, E., King,D, McKay, J., Marshall, P. & Viehland, D., (2008). E- Marketplaces:  
Structures, Mechanisms, Economics, and Impacts in *Electronic Commerce: A  
Managerial Perspective 2008*, 5<sup>th</sup> edition Upper Saddle River, NJ: Prentice Hall.  
(pp.90-149)
- Turban, E., King,D, McKay, J., Marshall, P. & Viehland, D., (2008). Retailing in  
Electronic Commerce: Products and Services in *Electronic Commerce: A  
Managerial Perspective 2008*, 5<sup>th</sup> edition Upper Saddle River, NJ: Prentice Hall  
(pp. 90-154)
- Turban, E., King,D, McKay, J., Marshall, P. & Viehland, D., (2008). Consumer  
Behavior, Market Research, and Advertisement in *Electronic Commerce: A  
Managerial Perspective 2008*, 5<sup>th</sup> edition Upper Saddle River, NJ: Prentice Hall.  
(pp. 155-216)

## VIII. BIBLIOGRAPHY

### Articles:

Annabelle Gawer, Michael A Cusumano. (Winter 2008) How Companies Become Platform Leaders *MIT Sloan Management Review*. Cambridge:. 49, 2, pp. 28-35

Thomas A Stewart, Anand P Raman. (Jul/Aug 2007). Lessons from TOYOTA'S Long Drive *Harvard Business Review*. Boston:. 85, 7,8, pp. 74-83

Jordi Vilaseca-Requena, Joan Torrent-Sellens, Ana Isabel Jiménez-Zarco. (2007). ICT use in marketing as innovation success factor: Enhancing cooperation in new product development processes *European Journal of Innovation Management*. Bradford. 10, 2, pp. 268-288

Nikos Karacapilidis, B K Mohanty (2006). On the development of e-business strategies: an integrated fuzzy logic and game theoretic approach *International Journal of Electronic Business*. Geneva. 4, 6, pp. 483

Research on Innovation: A Review and Agenda for Marketing Science  
John Hauser, Gerard J Tellis, Abbie Griffin. (Nov/Dec 2006). *Marketing Science*. Linthicum: 25, 6, pp. 687-717

Niladri B Syam, Nanda Kumar (Sep/Oct 2006). On Customized Goods, Standard Goods, and Competition. *Marketing Science*. Linthicum:. 25, 5, pp. 525-537, 548-550

Investing in product development and production capabilities: the crucial linkage between time-to-market and ramp-up time Janice E Carrillo, Richard M Franza (Jun 1, 2006). *European Journal of Operational Research*. Amsterdam: Vol. 171, Iss. 2, pp. 536-556

Anonymous. (May 2005). Nokia feels heat as it tries to be cool *Strategic Direction*. Bradford: 21, 5, p. 21-23

### Online Resources:

Adam Steward and Clark Eugene. (1998) e-Marketing@ Internet: Connecting People and Business on the Internet Pearson Education Prentice Hall: Australia. Retrieved on November 5, 2006 from <http://elearning.hbsp.org/prenhall/marketing/index.html>

Bruce Wrenn and Philip Kotler (2006). Marketing Essentials, Harvard Business School Publishing: Cambridge (It is part of the site Harvard ManageMentor® ) accessed on November 5, 2006 from

[http://myphliputil.pearsoncmg.com/student/kotler5\\_au/eMarketing@Internet.pdf](http://myphliputil.pearsoncmg.com/student/kotler5_au/eMarketing@Internet.pdf)

**Referee Journals:** (Available at Inter American University's Library Databases)

Advances in International Marketing; Greenwich

Asia Pacific International Journal of Marketing; Hong Kong

The International Journal of Bank Marketing; Bradford

International Journal of Internet Marketing and Advertising; Olney

International Journal of Nonprofit and Voluntary Sector Marketing; London

International Journal of Research in Marketing; Amsterdam

International Marketing Review; London

International Money Marketing; London

Journal of International Marketing; Chicago

Journal of International Marketing and Marketing Research; Brixham

**Web sites:**

<http://www.fortune.com>

<http://businessweek.com>

<http://www.financialtimes.com>

<http://www.theeconomist.com>

<http://thewallstreetjournal.com>

<http://www.forbes.com>

**Links:**

<http://www.prenhall.com/kotler>

<http://www.pearsonlatino.com/kotler> (Contenidos en español)

<http://www.prenhall.com/turban> Power Point Presentations for Chapter 3,4 and 5.

<http://kuratko.swlearning.com> Power Point Presentations for Chapter 8 and 10

<http://douglas.swlearning.com>