

INTERAMERICAN UNIVERSITY OF PUERTO RICO
METROPOLITAN CAMPUS
ECONOMIC AND ADMINISTRATIVE SCIENCES DIVISION
MBA PROGRAM

SYLLABUS – INTERNET COURSE

I. GENERAL INFORMATION

Course Title:	MARKETING MANAGEMENT
Course code:	BADM 5090
Credits:	3
Requisites:	None
Term:	
Professor:	Dr. Olga Maldonado
Office Hours:	
Phone Number:	

II. COURSE DESCRIPTION:

This course focuses on marketing from the individual firm viewpoint. Interaction between the company, the market and the environment. Managerial marketing functions and their integration in conjunction with models of planning and decision making.

III. OBJECTIVES:

The overall objective of the course is to provide the student with an overall view of marketing and to teach him/her to think like a marketer. Thus, at the end of the course the student will be able to:

1. Discuss the strategic planning process and the role of marketing in the planning process.
 - 1.1 Explain the Marketing concept, its scope and importance
 - 1.2 Define the essential tasks for successful Marketing
 - 1.3 Describe the major steps in strategic planning including the role of mission statement and environmental analysis
 - 1.4 Explain how strategic planning is performed at the different organizational levels

2. Analyze the internal and external environmental factors that affect an organization's marketing strategy.

- 2.1 Explain the importance of information to an organization's success
 - 2.2 List the components of a modern marketing information system
 - 2.3 Explain how organizations use marketing information systems to manage their information needs
 - 2.4 Describe the role of market research and explain the steps in the marketing research process
 - 2.5 Define what constitutes good marketing research
 - 2.6 Explain how companies can accurately measure and forecast demand
3. Explain the basic concepts involved in customer marketing.
 - 3.1 Mention the key methods for attracting and retaining customers
 - 3.2 Explain how should marketers analyze consumer decision making
 - 3.3 Explain how do business organizations make buying decisions
 - 3.4 Mention the different market segmentation levels
 - 3.5 Describe how can a company effectively divide the market into segments
 - 3.6 Describe how can a company choose the most attractive target markets
4. Describe how the product/service mix is managed to build brand equity. The specific objectives that you should attain are:
 - 4.1 Identify the decisions to be made in developing a branding strategy
 - 4.2 Explain how are brands differentiated
 - 4.3 Define the marketing strategies appropriate for each stage in the product life cycle
 - 4.4 Explain how to analyze competitors' objectives, strategies, strengths and weaknesses
 - 4.5 Describe how can a company expand its total market and defend market share
 - 4.6 Describe how can leaders, challengers, followers and nichers compete effectively
5. Explain the four elements of the marketing mix and how they are interrelated in the holistic marketing model.

- 5.1 State product characteristics and their classifications
 - 5.2 Describe how are product lines and product mix built and managed
 - 5.3 Differentiate products and services
 - 5.4 Explain how are services marketed
 - 5.5 Summarize the stages in the development of new products/services
 - 5.6 Describe how customers process and evaluate prices
 - 5.7 State how prices for products and services are set initially
 - 5.8 Describe the process of adapting prices to meet changing circumstances
 - 5.9 Explain what is a marketing channel system
 - 5.10 Describe how should channels be designed and integrated
 - 5.11 Explain what is an integrated marketing communications program
 - 5.12 List the steps in developing an advertising program
 - 5.13 Mention the guidelines for effective sales promotion decisions
 - 5.14 Explain the potential of public relations
 - 5.15 Describe the use of integrated direct marketing for developing competitive advantage
 - 5.16 State the challenges of designing and managing an effective sales force
-
6. Devise a marketing plan for a real product using integrated marketing planning strategy decisions
 - 6.1 Identify the purpose of a marketing plan
 - 6.2 Explain the contents of a marketing plan
 - 6.3 Discuss the decisions needed to attain marketing plan objectives
 - 6.4 Apply acquired knowledge in the development of marketing strategies

IV. COURSE CONTENTS

- A. Understanding Marketing Management
 - 1. Defining marketing for the 21st Century
 - 2. Adapting marketing to the new economy
 - 3. Building customer satisfaction, value, and retention

- B. Analyzing Marketing Opportunities
 - 1. Winning markets through market-oriented strategic planning
 - 2. Gathering information and measuring demand
 - 3. Scanning the marketing environment
 - 4. Analyzing consumer markets and buyer behavior
 - 5. Analyzing business markets and business buying behavior
 - 6. Dealing with the competition

- C. Developing Marketing Strategies
 - 1. Positioning and differentiating the market offering through the product life cycle
 - 2. Developing new market offerings
 - 3. Designing global market offerings

- D. Shaping the Marketing Offering
 - 1. Setting the product and branding strategy
 - 2. Designing and managing service
 - 3. Developing price strategies and programs

- E. Managing and Delivering Marketing Programs
 - 1. Designing and managing value networks and marketing channels
 - 2. Managing retailing, wholesaling, and market logistics
 - 3. Managing integrated marketing communications
 - 4. Managing advertising, sales promotion, public relations and direct marketing
 - 5. Managing the sales force
 - 6. Managing the total marketing effort

V. LEARNING ACTIVITIES

A. Journal article reviews

Each review should contain a brief summary of the article and also its relevance and importance. The article must be integrated to the course by explaining how it relates and what it adds to the course material. Each review will be presented and discussed with peers. The reviews and the reactions will be posted on the Discussion section.

B. Forum Discussions

Students must participate in the discussion of topics presented by the professor as stated on the Time Schedule. As groups are too big, it will be very difficult to carry out a “chat”; thus, students may post their comments on the Discussion section as soon as they are ready, and the discussion will be open until the due date. NO PARTICIPATIONS WILL BE ACCEPTED AFTER THE DUE DATE.

Students can initiate a discussion as well as react to his/her peers’ comments in order to add to the discussion. It is necessary that the topic be thoroughly discussed by all students, providing for different sides of the issues. Diverse ideas and points of view must be integrated. Quantity and quality of participations will be considered to determine the grade.

C. Assignments

The assignments consist of short discussion questions and short exercises designed to verify that students master the theory and are able to apply some marketing concepts and principles.

D. Case Analyses

Case problems are designed to give the student an opportunity to apply theoretical concepts and principles to a true-life situation. When reading a case, follow these steps to help you think through the problem and prepare a logical analysis:

1. Recognize the real problem:

Read the entire case to understand what it is about. List the key facts. Examine those facts and try to isolate the symptoms and define the causes.

2. Determine what marketing concepts and issues are involved:

Define marketing issues involved in the situation. Was a detailed analysis performed? Was a sound plan developed? Etc., etc.

3. After evaluating the causes and the principles, decide on possible courses of action to correct the situation:

List all possible actions and analyze each one in terms of its chance of correcting the situation, how it may solve the problem; how feasible is the action; what problems may arise in implementing the action; what happens if it fails, what problems

may arise even if the action corrects the situation.

The written report to be submitted should be prepared according to the following outline:

Background & Summary of Relevant Facts
Problem Identification
Suggested Course of Action
Justification for Recommended Action Plan

E. Marketing Plan

Marketing management deals mainly with strategies, so the marketing plan will illustrate the students' ability to apply strategies to marketing situations. The framework for the marketing plan is provided by the professor and should be closely followed. Students should gradually integrate each topic discussed in class to the plan; thus, it will be easier to have the project ready on the due date. The plan will be posted on the Discussion section. Remember that the **MARKETING PLANS WILL NOT BE ACCEPTED AFTER THE DUE DATE.**

E. Peer Evaluations

The marketing plan is a group project, but the grades will be individual. An evaluation form is provided so that each student will inform about the collaboration/contribution provided by each member of the group. This is of critical importance and strictly confidential between each student and the professor.

Course Requirements:

The lessons must be completed by the deadlines. The students must work on each lesson within the time frame provided for it. They must complete all the study sessions included in the Table of Contents icon and posted on the Calendar. Students must report each study session learning activities according to the detailed instructions included in each study session.

The student will augment the lesson plan with additional readings, as needed, to expand and clarify his/her knowledge of the topics.

As part of the grading process for class participation, discussion forum topic sessions and group exercises will be scheduled and posted on the Discussion section. They will be based on the application of Marketing Management theories and concepts. Participation in interactive discussions among students and in group exercises is required to earn full credit.

VI. EVALUATION

Evaluation Criteria	Punctuation	% of Final Grade
2 Journal Article Reviews	200	20%
3 Forum Discussions	300	15%
3 Assignments	300	10%
3 Case Analyses	300	10%
Final Test	100	10%
Marketing Plan	100	25%
Peer Evaluation	100	10%
Total		100%

Grade Definitions

A = An excellent performer who actively participates in class discussions. Has sharp insight into the material and presents thoughtful ideas and questions. Writes logically and clearly. Integrates concepts and information learned at this and other courses. Exceeds the minimum requirements of the course.

B = Grasps subject matter at a level considered to be good or very good. Actively participates in class discussions. Writes well and produces high quality work. Demonstrates a relatively high level of knowledge and understanding of class material.

C = Demonstrates some comprehension of the subject matter but accomplishes only the minimum requirements. Displays little or no initiative. Communicates at a barely acceptable level.

F = Quantity and quality of work is below average and not acceptable.

VII. SPECIAL NOTES

A. Special Accommodations

Students who require special accommodations must request these services at the beginning of the course as soon as they notice that they need help. Students can access this service with Professor Jose Rodriguez, Coordinator of Students with Special Needs at the Guidance and Counseling Office on the first floor at Metro's Student Center.

B. Plagiarism

Plagiarism, dishonesty, fraud and any other type of manipulation or inappropriate behavior related with academic performance are unacceptable in our institution. Disciplinary actions will be taken on students found guilty of such practice as established in Chapter V, Article 1, Section B.2 of the Student's Rules and Regulations handbook.

<http://metro.inter.edu/servicios/documentos/reglamentosestudiantes2006.pdf>

Inter American University has very strict regulations regarding plagiarism (using the ideas or words of others without giving proper credit), so it is important that you specifically read Chapter 5, Article 1, Section B.2c of the Student' Rules and Regulations Handbook. This section clearly explains what plagiarism is. In addition, it explains the types of sanctions students are exposed to when they commit it.

C. Use of Electronic Devices

Cellular (mobile) telephones and any other electronic device that could interrupt the teaching-learning process or disrupt a milieu favorable for academic excellence will be deactivated. Critical situations will be dealt with in an appropriate manner. The use of electronic devices that permit the accessing, storing or sending of data during tests or examinations is prohibited.

VIII. LEARNING RESOURCES

1. Textbook:

Marketing Management, 13th Edition. Kotler, P. & Keller, K.L. (2009).
Pearson/Prentice Hall.

2. Supplementary Readings:

Journal Articles as specified in the different study sessions

3. Audiovisual and Electronic Resources:

Ebook and Learning Package available from the publisher at the following websites:

www.coursesmart.com

www.prenhall.com/custombusiness

IX. BIBLIOGRAPHY

1. Books:

A Preface to Marketing Management. Peter, J.P. & Donnelly, J. (2007). NY: McGraw-Hill/Irwin.

Consumer Behavior. Evans, M., Foxall, G. & Jamal, S. (2009). NJ: Hoboken: John Wiley & Sons.

Experiential Marketing: A Practical Guide to Interactive Brand Experiences. Smilansky, S. (2009). PA: Philadelphia: Kogan Page US.

Marketing Management: A Strategic Decision-Making Approach. Mullins, J., Walker, O. & Boyd, H. (2009). NY: McGraw-Hill/Irwin.

Marketing Research: An Applied Orientation. Malhotra, N. (2008). NJ: Upper Saddle River.

Marketing: The Core. Kerin, R., Hartley, S. & Rudelius, W. (2008). NY: McGraw-Hill/Irwin.

Perspectives on Marketing. Militsky, J. & Hand, M. (2009). MA: Boston: Cengage Learning.

Strategic Marketing Problems: Cases and Comments. Kerin, R. & Peterson, R. (2006). NJ: Upper Saddle River: Prentice Hall.

2. Journals and Newspapers:

Business Horizons
Caribbean Business
Harvard Business Review
Fortune
Forbes
Harvard Business Review
Journal of Applied Business Research
Journal of Business Research
Journal of Marketing Management
Journal of Marketing Research
Marketing Management
Marketing News
New York Times
Sales and Marketing Management
Sloan Marketing Review
The Economist

3. Electronic Resources:

<http://www.ama.org/> - American Marketing Association website

<http://www.marketingtools.com/> - American Demographics (Marketing Tools)

http://www.library.hbs.edu/all_databases/html - Harvard Business School links

<http://www.PollingReport.com> – an nonpartisan resource on trends in American public opinion

<http://www.SecondaryData.com> – marketing resources links provided by Decision Analyst, Inc.

<http://www.bea.doc.gov> – US Bureau of Economic Analysis, Survey of Current Business

<http://www.stats.bls.gov> – US Bureau of Labor Statistics

<http://www.census.gov> – US Census Bureau

<http://www.census.gov/econ/census02> - US Economic Census

<http://www.ita.doc.gov/tradestats> - US Office of Trade and Economic Development

<http://www.stat-usa.gov> – US Statistical Data International and National Stat-USA

<http://www.fedworld.gov> – US Department of Commerce – links to national and international governmental databases

Revised 8/2009