SYLLABUS

I. GENERAL INFORMATION

Course Title: Seminar on Current Marketing Topics
Code and Number: BADM 6550
Credits: Three (3) credits

II. DESCRIPTION

Analysis of general and specific current topics related to the marketing field. Study of managing situations and tendencies faced by marketing management, which impact short, medium, and long term strategies. **Prequisites:** BADM 5090

III. OBJECTIVES

At the end of the course, the student will be able to:

1. Analyze multiple applications of strategic marketing decision-making.
2. Compare relationship between marketing and other functional disciplines.
3. Be able to approach a variety of problem situations commonly encountered in marketing management by gathering and organizing information required to formulate, evaluate and select and execute an appropriate strategy.
4. Be able to justify an appropriate strategy both orally and in writing.
5. Be able to formulate, develop and present a comprehensive strategic marketing plan.
6. Be able to utilize marketing research in the analysis of current key problems, trends, and issues of strategic marketing.
7. Be able to write professional level marketing executive reports and interact effectively, as a consultant, with clients.
8. Be able to make professional quality presentations addressing strategic marketing issues based on appropriately reported empirical data.
IV. COURSE CONTENTS

I. Strategic Marketing: Introduction and Market Definition

Readings

David W. Cravens, Nigel Piercy, Strategic Marketing, Part I, chapter 1 and 2, and Cases for Part I


David W. Cravens, Charles W. Lamb and Victoria L. Crittenden, Strategic Marketing Management, Cases


Case Study-

Mattel: Maintaining a Product Alive throughout Changing Times- The Barbie Doll.

Research

Business Strategy Review
Journal of Consumer Marketing
Strategic Direction

II. Markets, Segmentation and Decision Making Theory

Readings

David W. Cravens, Nigel Piercy, Strategic Marketing, Part I, chapters 1 and 2, and Cases for Part II.


Itamar Simonsen (1993), “Get Closer To Your Customers By Understanding How They Make Choices”.

Case Study

Apple Computer I Phone: Leveraging a Company’s strengths into New Market Segments
Research:

Journal of Marketing Management
Engineering and Technology
Management Review
Journal of Business Strategy

III. Designing Market-Driven Strategies

Readings

David W. Cravens, Nigel Piercy, Strategic Marketing, Part I, chapter 1 and 2, and Cases for Part I


Case Study

Dell Computers: A New Business Model that redefined the PC Marketplace

Research

Journal of Internet Commerce
Journal of Product and Brand Management
Journal of Internet Commerce
Strategic CommunicationsManagement

IV Market-Driven Strategic Program Development and its Implementation

Readings


David W. Cravens, Nigel Piercy, Strategic Marketing, Part IV and Part V, chapters 9-15, Cases for part IV and V.

Karel Jan Alsem, Strategic Marketing An Applied Approach, Part III and IV,
chapters 9-12.


Kevin Lane Keller, Brian Sternthal, and Alice Tybout, “Three Questions you Need to Ask about Your Brand.” *Harvard Business Review*, Product Number R0209F.

**Case Study**

Google: Developing and Maintaining a Leadership Position from Scratch

**Research**

*Journal of Advertising Research*
*Journal of Direct marketing*
*Journal of Industrial Economics*
*Journal of Interactive Advertising*
*MIT Sloan Management Review*
*Strategic Communications Management*

**V. Customer Assets Theory, Customer Loyalty and Value Theory**


**Case Study- Facebook: Redefining Social Networking and One to One Web Marketing**

**Research Sources:**

*Communications on the ACM*
*ICFA Journal of Marketing Management*
*Journal of Interactive Marketing*
*Journal of Internet Commerce*
*Journal of Product and Brand Management*
V. Activities

A. Professor Lectures  
B. Supplementary Readings  
C. Case Study Internet Research  
D. Case Study Analysis and Reports  
E. Power Point Presentations  
F. Class Discussions  

VI. Evaluation

Case Studies: There will be 5 Case Studies covering contemporary marketing issue

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Class participation 25%

VII. Special Notes

A. Special Accomodations

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.

Inter 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. Educational Resources

A. Textbooks:

No official text will be required. The following supplemental readings will be used as the basis for class discussions and case studies.

B. Supplementary Readings :


**IX . Bibliography**


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