

**INTERAMERICAN UNIVERSITY OF PUERTO RICO
METROPOLITAN CAMPUS
ECONOMICS AND ADMINISTRATIVE SCIENCES FACULTY
MBA PROGRAM**

SYLLABUS

I. GENERAL INFORMATION

Course Title: Seminar on Current Marketing Topics

Code and Number: BADM 6550

Credits: Three (3) credits

Academic Term:

Professor:

Office Hours:

Telephone Number:

E-Mail Address:

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. **Prerequisites: 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

Karel Jan Alsem, *Strategic Marketing” An Applied Approach*, Part I, chapters 1 and 2.

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

Clayton M. Christensen, Scott Cook and Taddy Hal, “Malpractice: The Cause and the Cure” (2005), *Harvard Business Review*, Vol. 83 (12), p.74-85.

Birger Wernerfelt (1984), “A Resource-Based View of the Firm”, *Strategic Management Journal*, Vol.5, p.171-180.

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.

Richard Thaler (1985), “Mental Accounting and Consumer Choice”, *Science*, Vol.4, 199-214.

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

Karel Jan Alsem, Strategic Marketing An Applied Approach, Part I, chapters 1 and 2.

David Aaker (1996), Measuring Brand Equity Across Products and Markets, *California Management Review*, Spring 103-119.

Douglas B. Holt, John A. Quelch and Earl L. Taylor (2004), How Global Brands Compete, *Harvard Business Review*, Vol. 82 (9), p. 68-75.

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 Communications Management

IV Market-Driven Strategic Program Development and its Implementation

Readings

Cateora, Phillip and John Graham, International Marketing 14th ed., McGraw Hill/Irwin, 2008.

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, "The Brand Report Card.", *Harvard Business Review*, Product Number R00104.

Kevin Lane Keller, Brian Sternthal, and Alice Tybout, "Three Questions your 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

Bell, Deighton, Reinartz, Rust andSchwartzs., "Seven Barriers to Customer Equity Management". *Journal of Service Research*, 2002,Vol. 5, pp. 77-86

Richard Reichfeld, "Lead for Loyalty", *Harvard Business Review*, 2001,79 (Jul./Aug.), pp.76-82

Richard Reicheld, "The Loyalty Effect-The Relationship between Loyalty and Profits", *European Business Journal*, 2001, Vol. 12 (3), pp. 134-139.

Sunil Gupta and Donald Lehman, "Customers as Assets." *Journal of Interactive Marketing*, Vol. 17 (1), pp.9-24.

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 a 5 Case Studies covering contemporary marketing issue

Case Study I	15%
Case Study II	15%
Case Study III	15%
Case Study IV	15%
Case Study V	15%
Class participation	25%

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.

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 :

Aaker, David A, Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy and Leverage , 1st ed., Free Press, 2004

Aaker, David, Strategic Market Management, 8th ed., Wiley 2007

Alsem, K.J. , Strategic Marketing: An Applied Approach, 1st ed., McGraw Hill 2007.

Cravens, David W., Charles W. Lamb and Victoria L. Crittenden, Strategic Marketing Management Cases w/ Excel Spreadsheets, 7th ed., McGraw Hill , 2002.

Cravens, David W and Nigel Piercy, Strategic Marketing, 9th ed., McGraw Hill, 2008

Cateora, Phillip and John Graham, International Marketing, 14th ed., McGraw Hill/Irwin, 2008.

Doyle, Peter, Value Based marketing: Marketing Strategies for Corporate Growth and Shareholder Value, 2nd ed., Wiley, 2008.

Ferrell, O.C. and Hartline, M.D., Marketing Strategy 4th ed., Mason, Ohio, South-Western, 2007.

Hanson, Ward and Kirthy Kalyanam, Internet Marketing and e-Commerce, 1st ed., Thomson Southwestern, 2006

Kern, R. and R. Peterson, Strategic Marketing 12th ed., New Jersey: Pearson Education, Inc., Prentice Hall 2009.

Wilson, Richard M.S. and Colin Gilligan, Strategic Marketing Management: Planning, Implementation and Control 3rd ed., Butterworth and Heinemann, 2005

IX . Bibliography

1. Bell, Deighton, Reinartz, Rust and Schwartz., “Seven Barriers to Customer Equity Management”. *Journal of Service Research*, 2002, Vol. 5, pp. 77-86
2. Clayton M. Christensen, Scot t Cook and Taddy Hal, “Malpractice: The Cause and the Cure.”, *Harvard Business Review*, Vol. 83 (12), pp. 74-85.
3. David Aaker “Measuring Brand Equity Across Products and Markets.” *California Management Review*, Spring, 1996, pp. 103-119.
4. Douglas B. Hold, John A. Quelch and Earl L. Taylor “How Global Brands Compete.” *Harvard Business Review*, Vol. 82 , no.9 , 2004 , pp.68-75.
5. Kevin Lane Keller, “The Brand Report Card.”, *Harvard Business Review*, Product Number R00104.
6. Kevin Lane Keller, Brian Sternthal, and Alice Tybout, “Three Questions your Need to Ask about Your Brand.” *Harvard Business Review*, Product Number R0209F.
7. Richard Reichfeld, “Lead for Loyalty”, *Harvard Business Review*, 2001,79 (Jul./Aug.), pp.76-82
8. Richard Reichfeld, “The Loyalty Effect-The Relationship between Loyalty and Profits”, *European Business Journal*, 2001, Vol. 12 (3), pp. 134-139.
9. Sunil Gupta and Donald Lehman, “Customers as Assets.” *Journal of Interactive Marketing*, Vol. 17 (1), pp.9-24.