

Marketing 6301
Fall 2004

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Texts: Hartley, Marketing Mistakes, 9th edition; Mason and Perreault, *The Marketing Game 3rd edition*; Wood, *The Marketing Plan*.

This is the core MBA course in marketing that is designed to give students a chance to apply marketing concepts in a variety of ways. The student must begin the class with a good foundation in the principles of marketing.

Learning Outcomes After completion of this course the student should be able to:

Understand the marketing strategy process
Discuss the process of competitive analysis
Describe how segmentation can be used for competitive advantage
Explain the collection and use of marketing information
Discuss market targeting and positioning strategy
Describe the important issues in channel management
Identify and discuss the factors that are important in determining a promotion mix
Explain the process of marketing strategy implementation and control
Be able to incorporate the above outcomes into a comprehensive marketing plan

**Using a simulation, apply market-driven strategies to gain a competitive advantage
Use ongoing feedback from previous decision to modify and focus marketing strategy to maximize the profits of the simulated company. Your strategy must consider the following elements:**

- Target market selection
- Allocation of resources and budget
- Distribution channel selection and strategy
- Customer service levels
- Product features and positioning
- Promotion expenditures and strategies
- Marketing research requirements and effective use of findings
- Product pricing strategies

Use the case method to understand the successes and failures of real companies and be able to:

Current Syllabus for this course may be obtained from professor. This is a sample syllabus and should not be used by students enrolled in this course.

- Identify important issues
- -Provide realistic alternatives to overcome the problems
- -Clearly evaluate each alternative
- -Make clear and specific recommendations
- -Use qualitative and quantitative data to justify recommendations
- -Identify and discuss ethical issues

Attendance: Class attendance is essential and expected. Attendance will be taken throughout the semester. If you must miss a class, you should notify the professor in advance and make arrangements to turn in any assignments due during that class period. Late work will not be accepted except in very special circumstances such as serious illness or accident. Absence from your presentations will lead to an automatic F grade for the exercise unless extraordinary circumstances prevail as judged by the professor.

Grading Summary

Group Simulation Project	100 pts
Marketing Plan	100 pts
Participation	100 pts
Article reviews	40 pts
Total Available	340 pts.

A= 90% B= 80% C=70% D=60% F<60%

Course Requirements

Marketing Simulation

Your group will act as the marketing management team of a company and submit your marketing plan decision form to the company president (AKA the professor) each week. The following week you will receive feedback in the form of reports that can be used to make next weeks decisions. At the completion of the simulation a written diary is required outlining your company's strategy and implementation and each team will do a brief presentation of their strategies and results.

Group presentations

Students will be required to do two presentations during the semester, a summary of the group's strategy and results for the marketing simulation and an overview of their marketing plan. Before the presentations, a hard copy of the slides should be provided for the professor.

Peer Evaluations

Peer evaluations are a part of your simulation and marketing plan grade. You will be asked to rate your group members on the quality and quantity of their participation in the group by completing a peer evaluation form provided by the instructor. These evaluations will be used for assigning grades to individual group members.

Cases

For each assigned case you should carefully read and consider the problems faced by the company and suggest possible solutions. You should come to class prepared to discuss the case in depth. The case discussions are a major part of your participation grade.

Marketing Plan

Your group will select a business and develop a comprehensive marketing plan. The product or service you choose may be something that is totally new to the marketplace (i.e. you are seriously considering starting your own business); or something that is already being sold on the market. Advice: Find a small local business that would be interested in having you develop a marketing plan for them. I will need to approve your final selection. The marketing plan will involve secondary research. You do NOT have to survey anyone (however, you may do a survey if you wish). I expect at least TEN (10) external sources. Interviews count as sources. Your job is to write a marketing plan for a group of non-marketing people (potential readers of your report). **It is absolutely essential that this not be a book report of what the firm currently does. Rather, this is your plan for what improvements need to be made!**

Article Reviews

You will do brief written reviews on articles specified by the professor. This is an individual assignment.

Special Accommodations:

If you have a medical, psychiatric or learning disability and require accommodations in this class, let me know early in the semester or as soon as you are eligible. You will first need to provide documentation of the disability to the Student Disability Services Office located in Moody Hall 155 in Academic Planning and Support