

Marketing
Course Number: 22:630:550
Course Title: Marketing Management-Full Time

COURSE DESCRIPTION

This course teaches the fundamental concepts involved in marketing products and services to consumers. Students are first taught how to understand the marketing environment (market analysis), and then how to implement successful marketing strategies in such an environment (marketing strategy).

The course is roughly divided into three sections. The first section concentrates on the aspects of the marketing environment a firm must analyze when developing a strategic marketing plan. These considerations are often referred to as the 3 Cs of marketing: the company, the competition, and the customer. In addition, we will examine the tools marketing researchers use to analyze these aspects of the marketing environment.

The second part of this course focuses on how a firm can use the information obtained in the analysis described above to set the marketing mix, often referred to as the 4 Ps of marketing: the product, price, promotion and place (distribution). Relevant issues addressed here include determining the product that will best meet customers' needs, setting an appropriate price to encourage purchase and to compete with competitors, constructing an attractive promotion campaign (e.g., advertising, personal selling, sales promotions), and determining use of the distribution channels such that the product is easily accessible by your target market and also to establish a competitive advantage. The 4 Ps are the most essential elements of the marketing program. The mix of these elements must yield an internally consistent strategy for reaching consumers.

Finally, the third part of this course will consist of the presentations of the semester group projects to the class. This project (described in more detail below) will afford you the opportunity to work on a business problem from conception to recommendation and will provide you hands-on experience in applying what you have learned in class to a "real-life" marketing problem.

COURSE MATERIALS

9 HBS Cases. Please follow the link to purchase the cases: <https://hbsp.harvard.edu/import/643178>

I will also post supplementary lecture notes on Canvas after each lecture.

LEARNING GOALS AND OBJECTIVES

Upon successful completion of the course, students should be able to:

Understand standard marketing concepts to everyday problems.

Develop a skill to be able analyze business problems as cases.

Apply standard marketing tools in assessing and solving marketing problems they will face in industry.

COURSE REQUIREMENTS AND GRADING

Case Write ups	20%
Group Project	20%
Midterm Exam	20%
Final Exam	40%

All students are required to attend the group project presentations and midterm and final examinations. There are no makeup exams.

Final course grade will be based on curve.

Students are expected to analyze each case, answer the questions posted, and return their write ups before the lecture time. The questions for each case will be posted on BB a week before the case discussion.

Group Project: The group project will have two objectives. First, it will help students to gain hands-on experience in applying what you learn in class to a realistic marketing situation. Second, it will give the students experience working as part of a team. Briefly, the project will consist of identifying an unfulfilled market need at a foreign market and designing a new product/service and marketing campaign to address and fulfill that need. The project will initially involve a thorough analysis of 1) the marketing environment of the industry of interest and 2) the current situation of the company to identify the problems and opportunities facing the company in this endeavor. Each group will then be responsible for developing a tactical plan for the introduction of a new product and new marketing campaign that will

include a detailed explanation of the entire marketing mix and the overall marketing strategy behind the group's proposal. I will introduce and discuss the project in more detail in the first week of the course. Because many students decide to use this project as a work sample for job interviews, it is to the students' advantage to do a quality job on these projects. The groups will be evaluated on both the quality of the work and their presentation skills. I encourage students to: 1- make a timeline for their project and work on the project regularly, and 2- ask for timely help and advice for the project instead of waiting till the last two weeks of the semester.

Final Presentations: Upon completion of this project each group will be required to give a formal presentation 25-30 minutes at the end of the semester. Students should think of this presentation as an opportunity to sell their idea to upper management or a board of investors. After each presentation the class will have the opportunity to ask questions and make comments. Each group member will be asked to hand in an evaluation of the participation of each group member.

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, "On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment." I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don't let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

CLASS ORGANIZATION & ADMINISTRATION

Course Format

The course will be based on case discussions.

Communication

For any questions or suggestions, students are strongly encouraged to use email communication with the instructor. The location will be posted on BB after the first week.

Please pay attention to the announcements sent through Canvas as well.

COURSE SCHEDULE

Topic	HBS Cases and due dates
Syllabus and Course Introduction What is Marketing?: The Role of Marketing In Organizations and Society	
Case Discussion	HBS Case: Snapple, case write up due
Building Successful Customer Relationships and Marketing Environment Case Discussion	HBS Case: Starbucks: Delivering Customer Service, case write up due
Customer and Organizational Buying Behavior	HBS Case: The Black and Decker Corp (A): Power Tools Division, case write up due Have your groups ready to sign-up
Marketing Segmentation, Targeting and Product Positioning Case Discussion	HBS Case: The New Beetle, case write up due Assignment: Submit two or three ideas for the project. Be sure to include a description of the product, the proposed target market, why you believe the product will be successful and how you will go about collecting the data necessary to set the marketing mix.
New Product Development Case Discussion	HBS Case: Sealed Air Corporation, case write up due
Midterm	Case Analysis
Product and Brand Strategy Case Discussion	HBS Case: Biocon: Launching a New Cancer Drug in India, case write up due
Pricing Case Discussion	HBS Case: Coca-Cola's New Vending Machine (A): Pricing to Capture Value, or Not, case write up due
Promotion and Communication Strategy, and Advertising Case Discussion	HBS Case: Propecia: helping Make Hair Loss History, case write up due
Distribution Strategy Case Discussion	HBS Case: Biopure Corporation, case write up due
Group presentations	Timing of the groups will be posted on BB
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Final exam- afternoon section	Timing of the groups will be posted on BB
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SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link:

https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military **veteran** or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of **mental health** services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of **physical health** services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of **legal** services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to **English as a second language (ESL)** should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional **academic assistance**, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]