

**Marketing**  
**Course Number: 22:630:586**  
**Course Title: Marketing Management**

## **COURSE DESCRIPTION**

This course is designed to provide an understanding of the nature and role of marketing management within organizations. This purpose of this course is to provide the students frameworks, techniques and strategies to evaluate marketing within real life organizations. Lecture from class slides, Harvard Case studies, class discussion, marketing videos, tests, marketing plan and simulations/exercises will be the tools utilized to accomplish the learning objectives.

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## **COURSE MATERIALS**

1. Textbooks:
2. Kotler, P. T. & Keller, K. L. (2015). Framework for Marketing Management (6<sup>th</sup> edition). New York, NY: Pearson.  
Marian Burk Wood, (5<sup>th</sup> Edition) The Marketing Plan Handbook, Pearson, New York
3. Check Canvas ([canvas.rutgers.edu](https://canvas.rutgers.edu)) for additional reading materials and your official Rutgers email account regularly.

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## **LEARNING GOALS AND OBJECTIVES**

This course is designed to help students develop skills and knowledge in the following area(s):

**Business knowledge.** Students will have a command of marketing theory and practice in the area of marketing consulting. Students who complete this course will demonstrate:

1. Understand the influences and apply techniques/frameworks (including the consumer and business buying behavior processes) that impact consumer and business buying behavior.
2. Understand and apply the segmentation process, positioning and branding processes to appeal/attract consumer and business markets.
3. Understand and apply the elements of the marketing mix (product, price, place and promotion) to a target market or markets.

**Ethical judgment.** Students will use reasoned and ethical judgment when analyzing problems and making decisions. Students who complete this course will demonstrate:

- a. Recognition of ethical dilemmas in decision-making scenarios.

**Global perspective.** Students will have the breadth of perspective necessary to effectively function in a global and diverse business environment. Students who complete this course will demonstrate:

- a. A basic understanding of how to conduct marketing management internationally.

**Persuasive communication.** Students will be effective communicators. Students who complete this course will demonstrate:

- a. Ability to construct clear, concise, and convincing written business communication.
  - b. Ability to construct and deliver clear, concise, and convincing oral business communication.
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## PREREQUISITES

No formal prerequisites for this course, but students are required to have strong critical thinking skills as well as strong communication and writing skills to do well in this course.

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## 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](http://business.rutgers.edu/ai) for more details.

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## ATTENDANCE AND PREPARATION POLICY

- Expect me to attend all class sessions. I expect the same of you. If I am to be absent, my department chair or I will send you notice via email and Canvas as far in advance as possible. If you are to be absent, report your absence in advance at <https://sims.rutgers.edu/ssra/>. If your absence is due to religious observance, a Rutgers-approved activity, illness, or family emergency/death and you seek makeup work, also send an email to () with full details and supporting documentation [within 3 days of your first absence.

1. Expect me to remain for the entirety of each class session. I expect the same of you. If you have to leave early, please let me valid reason (business meeting, family emergency, etc.) before the start of class so I can plan accordingly.
2. Expect me to prepare properly for each class session. I expect the same of you. Complete all background reading and assignments. You cannot learn if you are not prepared.
3. Expect me to participate fully in each class session. I expect the same of you. Stay focused and involved. You cannot learn if you are not paying attention.

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## CLASSROOM CONDUCT

Please adhere to professional behavior in class. Cellphones and other electronic devices should be shut off during class. Also refrain from texting, chatting, checking Facebook or Twitter, reading the newspaper, wearing headsets, etc. Such behavior is **RUDE** and will result in an automatic full letter grade reduction for the Class Participation portion of the course.

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## FINAL GRADE DETERMINATION

*Note that I grade using the **“half-grade system”**, meaning that an A is 95 to 100%, and A- is 90 to 94, etc. See the remaining grade scale below.*

<u>RANGE</u>	<u>GRADE</u>	<u>Points in GPA</u>
95-100	A	4.00
90-94	A-	3.67
87-89	B+	3.33
83-86	B	3.00
80-82	B-	2.67
77-79	C+	2.33
73-76	C	2.00
70-72	C-	1.67
60-69	D	1.00
Under 60	F	0.00

**MIDTERM AND FINAL EXAMS:** Exams will be comprised of multiple choice questions and short essays covering the course materials (lectures, videos, etc.) The final exam is non-cumulative.

## ATTENDANCE

Class participation and attendance is vital for the successful completion of this course. P. This requirement is based on the fact that discussion/teamwork is essential in most business settings. **ATTENDANCE IS NOT EQUAL TO PARTICIPATION.**

Class is 2 plus hours per week and I don't want (and I think you can agree with me) to speak/lecture for that long a time. All I ask is for you to raise your hand before speaking and be courteous when others are speaking. I recognize that is **NOT PRACTICAL** for every student to comment on all subjects at every class. I will do my best to enable everyone to participate in class. With 2 plus hours each class night, there should be ample opportunity for each of you to actively participate. In the event that discussion wanders off topic or goes too long, I reserve the right to intercede and move the class forward.

If you miss two or more classes without informing me in advance and without good reason, your participation grade will be reduced up to a full letter grade. For example, if you are a B+ student in class participation and you miss two classes (without informing me or have a valid excuse), the best participation grade you can earn is a C+. Miss four classes and your grade will be an "F" for class participation. I do understand that there are circumstances that may require you to miss a class so informing me in advance will help you here, but does **NOT** remove your responsibility for all assigned work.

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## GRADING POLICY

Course grades are determined by the following:

### Assessment

Students are to complete *each* assignment by the set due date in order to pass this course. *Points will be deducted for late submissions. (5 points for each day late).*

### Special Exception

As with all graded assignments, a special exception can be made with the instructor for unusual circumstances, such as a family illness. It will be the obligation of the student to inform the instructor of the special circumstance. Once an exception is approved, the student must work with the instructor to complete the assignment(s).

### GRADING CRITERIA:

Assignments	%
Homework assignments	10
Midterm Exam 50 Multiple	25

Marketing Plan	30
Final Exam 50 Multiple	25
Attendance	10
<b>TOTAL</b>	<b>100</b>

## MARKETING PLAN AND PRESENTATION: INDIVIDUAL PROJECT PRESENTATION

### Objectives:

- Develop a one-year marketing plan for a new product or service. Creativity and Plan structure will be heavily weighted.
- Understand course concepts by applying them through creating an original marketing plan. Follow the 8 sections outlined below in the outline.

### Approach:

- **Focus should concentrate on the need or needs associated with your product or service. The product should be useful and in the case of the overall environmental issues, life savings. Find the need and or create the that need. Pick a non- profit genre or a for profit situation.**

### Presentation Requirements/Directions:

- Professional quality: Ask yourself if this will impress the client.
- PowerPoint with animation.
- By submitting this plan, it is understood that it may be published to turnitin.com, a website which checks for plagiarism. This is an original plan that your team creates on your own, not collaborating with other teams.

### Section 1. Executive Summary

**Write this last** with highlights from the entire plan and main recommendations. It is a complete, yet concise summary. It should entice the executives to read the whole plan but also accomplish communicating all key points, just in case they only read this section.

## **Section 2. Business Description**

This should be a brief overview of the business and what products or services it offers and a short history of when the company was launched.

## **Section 3. Environmental Analysis**

This section requires properly documented secondary literature to prove assertions. This section should be completed first as it will help you complete the rest. The Environmental Analysis should include three main areas:

### **a. Competitive Analysis**

This involves defining the competitive space and includes sizing the market and identifying existing key competitors as well as emerging or potential competitors. Explain competitors' history in the industry, their product and pricing strategies, target markets and customers, distribution channels, key marketing methods and strategies.

### **b. Porter's five forces:**

Michael E. Porter identifies five competitive forces that influence a company's profitability:

1. Established competitors
2. Influential customers
3. Powerful suppliers
4. Emerging competitors (sometimes indirect)
5. Substitute product or service offerings

A solid understanding of these five forces enables you to understand what is influencing profitability in your industry, helps you uncover emerging trends, and helps you identify opportunities to work around competitive obstacles or influence them to your advantage.

### **c. SWOT Analysis (Internal Analysis and External Analysis):**

**Strengths and Weaknesses.** These are internal to the company, so the company has more direct control over leveraging or improving them. Categories to consider include the current marketing mix, brand, human resource skills and processes, marketing processes, information technology infrastructure, and financial position.

**Opportunities and Threats.** These are external, such as competitive, environmental, legal and regulatory, etc. Based on the analysis above, you need to complete the SWOT analysis with

recommendations for the business to achieve a competitive advantage (alignment of strengths with market opportunities), countering the threats and potentially turning them into opportunities, and addressing the weaknesses. Try to bring the client a new perspective (based on facts) that they may be missing or have not yet implemented. Based on your recommendation in this section, you will develop specific marketing objectives in the next section.

#### **Section 4. Marketing Objectives:**

This section will take into account your competitive analysis, Porter's five forces, and the recommendations from the SWOT analysis, and translate them into actionable objectives. Be specific with measurable outcomes, e.g. "increase sales by 15% by x date" or "achieve sales of X in Year 1 and Y in Year 2" or "to achieve x% of customers making repeat purchases by x date" or "increase market share of x product by y% by z date". These objectives need to link back logically to your environmental analysis. This section should include an analysis of current marketing objectives and their performance. Objectives must be specific, measurable, and time bound. Consider the timeframe to be the next 12 months.

#### **Section 5. Marketing Strategy**

Remember marketing strategy includes a target market and the marketing mix aligned with that target market. Be sure to pick at least one target market for the company, each with its own defined mix that you recommend. This section needs to include the following main components:

- a. Summarize the overall marketing strategy in a statement. This should also include a market positioning statement.
- b. Recommended target market(s) must be justified with data sources including market size and include why it was chosen as the target as compared to other market segments and link this back to the Environmental Analysis.
- c. All four components of the marketing mix programs supporting the target market(s) must be addressed individually and in alignment with the marketing objectives. You need to outline specific strategies for each of the four P's.
  - Product (identify any changes needed for the product or service to satisfy the target market)
  - Pricing (which pricing strategy you are using; include competitive analysis)
  - Promotion (including, but not necessarily limited to only social media marketing)
  - Distribution (explain your channel strategy)

#### **Section 6. Financial Analysis/Marketing Budget:**

This section needs to include an estimate of the expenses to implement your recommendations and the expected return to the business. Include estimated cost to implement and a projection of quantified benefits they should expect.

### **Section 7. Marketing Implementation:**

This section is the plan for implementing the marketing strategies that your team has recommended. Up until this point, you have made recommendations, defined time bound objectives, and quantified the benefits. Prepare a realistic schedule by listing the tactical actions and plotting them onto a timeline; what is needed to complete the actions in order to achieve the objective. Indicate actions by quarter or month, depending on the business, but they must span an entire year.

### **Section 8. Evaluation/Control/Contingency:**

How will you know if you are successful or if the plan needs adjusting? Feedback mechanisms? How will you measure your performance against objectives? Specifically indicate how your company should measure the marketing objectives outlined in Section 4 and how they should provide feedback to improve the plan. Please include three to five foreseeable risks associated with your plan and your plan B for mitigating these issues. Potential risks can fall under a number of categories including but not limited to financial, organizational, marketing, management, legal or regulatory, etc.

### **Target Marketing**

Direct marketing insights and practical information that helps companies sell products/services, generate leads and retain customers.

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## **COURSE SCHEDULE**

*\*The course schedule may be revised at any time during the semester. Be sure to check Announcements and your College emails on a regular basis.*

<b>Chapters</b>	
<b>1. Understanding Marketing Management 2. Developing and Implementing Marketing Strategies</b>	<b>Syllabus Review and Project description</b>
<b>3. Capturing Marketing insights and forecasting Demand 4. Creating Long Term Relationships</b>	
<b>5. Analyzing Consumer business markets</b>	
<b>6. Identifying segments and targets 7. Crafting the Brand Positioning and competing effectively</b>	

<b>8. Creating Brand Equity and Driving Growth</b>	
<b>9. Setting Product Strategy and intro new offerings.</b>	
<b>10. Designing and Managing Services</b>	
<b>11. Developing Pricing Strategies and Programs</b>	
<b>12. Designing and Managing Integrated Marketing Channels</b>	
<b>13 Managing Retail</b>	
<b>Midterm- 50 questions multiple choice/short Essay/T/F</b>	<b>MIDTERM</b>
<b>*****SPRING BREAK *****</b>	<b>SPRING BREAK</b>
<b>14. Designing and Managing Integrated Marketing</b>	
<b>15. Managing Mass Communications</b>	
<b>16. Managing Digital Communications</b>	
<b>17. Personal communication</b>	
<b>18. Managing marketing responsibility</b>	
<b>Marketing Plan Presentations</b>	<b>power point presentations</b>
<b>Marketing Plan Presentations</b>	<b>power point presentations</b>
<b>Final Exam 50 questions , multiple choice/short essay/T/F</b>	<b>Final Exam</b>

*The schedule is subject to change...*

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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](http://ods.rutgers.edu).

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

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

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

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

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