SYLLABUS
Marketing Management
BSM 473.43
Fall Trimester 2003

Wednesday Evenings, 6:00-10:00 P.M., August 27th, 2003-December 3rd, 2003

Pepperdine University
Orange County Center
18111 Von Karman Avenue, Irvine, California 92612

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Dear BSM Student:

Welcome to Marketing Management!

The objective of this course is to provide you with a solid foundation and understanding of Marketing and hands on experience solving a marketing problem.

In this course, you will learn about major marketing methods, institutions, and practices within organizations of all types. You will also learn about market structure, the marketing environment, characteristics of demand generation, market strategy, product research and development. You will also gain valuable insight about distribution, promotional programs and pricing decisions that will be both practical and applicable to business now and in the future.

Course Objectives:

1. To provide you with a comprehensive knowledge, familiarity and understanding of marketing concepts and principles for decision-making in business.
2. To help you develop a practical understanding of integrating values and ethics with effective marketing.
3. To give you first hand experience in applying marketing concepts to achieve an organizational objective.
4. To give you the opportunity to develop an actual detailed marketing plan.
Texts and Course Materials


Grading

The grades for this course will be determined by a point system as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>First Exam</td>
<td>250</td>
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<tr>
<td>Second Exam</td>
<td>250</td>
</tr>
<tr>
<td>Team Project and Presentation (Final Exam)</td>
<td>300</td>
</tr>
<tr>
<td>Homework</td>
<td>100</td>
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<tr>
<td>Class Participation and Annual Ed. Presentation</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total Possible Points</strong></td>
<td><strong>1000</strong></td>
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The point scale is as follows:

- 920-1000 Equals an A
- 900-919 Equals an A-
- 880-899 Equals an B+
- 820-879 Equals a B
- 800-819 Equals a B-
- 780-799 Equals a C+
- 720-779 Equals a C
- 700-719 Equals a C-
- 680-699 Equals a D+
- 620-679 Equals a D
- 600-619 Equals a D-
- Below 600 Equals an F

Team Project and Presentation

The purpose of the team project is to help you apply your knowledge of marketing to an actual company as if you were paid consultants to industry. You will be assigned to a team.

This will allow you to apply your knowledge in a real world setting and attempt to solve a real marketing problem while experiencing real world constraints.

The team project and presentation represents your final exam for the course.

A written report is required as the deliverable and will be due on the date according to the project plan which will be handed out or distributed in your e-room soon after the trimester begins.
The team will also be required to present their findings in a presentation to the audience of the client and their internal stakeholders in a simulated competitive setting.

As a team, you will need to establish the specific objectives and goals for your marketing plan to get the buy-in of senior management. Then, you will formulate a detailed marketing plan including researching the market, competitive analysis, SWOT analysis, segmenting buyers, establishing marketing mix recommendations and developing an implementation plan for results.

You should also offer specific recommendations to management regarding achieving the marketing objective at hand. You need to be prepared to explain and support various parts of your plan as it comes under scrutiny from other management team members.

As a student-consulting group, you will be held accountable for the results you generate and the success or failure of the marketing plan. You will receive more specifics about this project in class.

The grading of this project will be as follows:

100 points based upon the quality of the presentation to the client.
200 points on the quality, professionalism and accuracy of the written deliverable report to the client.

Exams

There will be two closed book, closed notes exams, which will cover the reading and lecture material. There will be true false questions, multiple choice and some essay type questions. There will also be optional extra credit questions during each exam.

Homework

There are 10 homework assignments worth ten points assigned per assignment. The purpose of these assignments is to ask you to think about the material that you have read and offer your perspective as a marketing professional.

The homework is due on the next class meeting date. No late papers will be accepted. All homework should be typed with your name placed in the upper right hand corner of the page with the date and name of the class.

Please limit your answers to a single page.

Class Participation and Contributions

The major benefit of meeting together as a class is to be able to learn from one another and hear from those who work in different industries and hold different positions within organizations.
Your participation is vital to the success of this class. Questions, ideas, and opposing views are welcome in the course provided that they “add to” and not “take away” from the learning experience of the students in the class.

If you have articles of marketing interest that you would like to share, I invite you to make copies for the rest of the class and lead us in a discussion regarding the contents of the article.

Laptops are allowed in class for note taking purposes only. Cell phones conversations are to be completed outside of class to minimize the disruption to other students.

You will also be expected to give one oral presentation during the trimester as well.

**Reading Assignments**

Please complete the reading assignments in both texts prior to coming to class. The in-class discussion will be used to highlight important points and provide further clarification to the material in the text. It is not a substitute for reading the textbook.

**Attendance Policy**

Your attendance, preparation and participation are vital to succeeding in this course. In the event you are absent from a session, you are expected to fulfill the commitments you have made to your team.
Conduct

“The University expects from all of its students and employees the highest standard of moral and ethical behavior in harmony with its Christian philosophy and purposes. Engaging in or promoting conduct or lifestyles inconsistent with traditional Christian values is not acceptable.

The following regulations apply to any person, graduate or undergraduate, who is enrolled as a Pepperdine University student. These rules are not to be interpreted as all-inclusive as to situations in which discipline will be invoked. They are illustrative, and the University reserves the right to take disciplinary action in appropriate circumstances not set out in this catalog. It is understood that each student who enrolls at Pepperdine University will assume the responsibilities involved by adhering to the regulations of the University. Students are expected to respect order, morality, personal honor, and the rights and property of others at all times. Examples of improper conduct for which students are subject to discipline are as follows:

• Dishonesty in any form, including plagiarism, illegal copying of software, and Knowingly furnishing false information to the University.
• Forgery, alteration, or misuse of University documents, records, or Identification.
• Failure to comply with written or verbal directives of duly authorized University Officials who are acting in the performance of assigned duties.
• Interference with the academic or administrative process of the University or Any of the approved activities.
• Otherwise unprotected behavior that disrupts the classroom environment.
• Theft or damage to property.
• Violation of civil or criminal codes of local, state, or federal governments.
• Unauthorized use of or entry into University facilities.
• Violation of any stated policies or regulations governing student relationships to the University.

Disciplinary action may involve, but is not limited to, one or a combination of the alternatives listed below:

Dismissal – separation of the student from the University on a permanent basis.
Suspension – separation of the student from the University for a specific length of time.
Probation – status of the student indicating that the relationship with the University is tenuous and that the student’s records will be reviewed periodically to determine suitability to remain enrolled. Specific limitations to and restrictions of the student’s privileges may accompany probation.” GSBM Catalog, pgs. 221-222

Policy on Disabilities

Assistance for Students with Disabilities

“Students with disabilities, whether mental or physical, are encouraged to contact the Equal Opportunity Office before the academic year begins or soon after classes are in session. This office will assist each student by providing general information about campus facilities and available resources. The office will assist in providing reasonable accommodation to students with disabilities pursuant to applicable laws. Inquiries should be directed to equal opportunity officer, (310) 506-6500. (Students who wish to file a formal grievance should refer to the “Nondiscrimination Policy,” which is listed in the “Legal Notices” section of this catalog.)” GSBM Catalog, pg. 33.
Schedule of Classes

The schedule of classes provides you with reading assignments from both texts and also the schedule for exams and team presentations.

Active Communication

Pepperdine University has created the GraziadioNet e-room for the benefit of students and instructors. Please become familiar with it and use it for primary communication with your instructor and with fellow students.

Take advantage of this available technology to leverage your time and maximize your learning experience here at Pepperdine University. The login address is http://graziadionet.pepperdine.edu.

Contact for discussion or support:

If you would like to meet for discussion or support, please call me to arrange for a mutually convenient time. Typically, I am on campus one hour prior to the beginning of class.

Professor Ng
Office: 310 377-3456
E Mail: ang@pepperdine.edu

Welcoming Comments:

I am excited to welcome you to BSM 473.43, Marketing Management. Together, we have a very exciting learning opportunity ahead of us.

You will also benefit from team participation and the immediate application of your knowledge to marketing to a product or service for an actual company. The excellent textbook materials, the support of a top University, and the participation of highly motivated students make for a winning learning experience. I look forward to working with you to help you achieve success.

About Arnold Ng

Arnold Ng owns his own marketing consulting and sales training firm called The Insight Company and works with public and privately held firms. He is an Honors graduate of the University of Southern California School of Business with an emphasis in Marketing. He also earned his MBA from Pepperdine University in Management, Magna Cum Laude. He has held several positions of increasing responsibility in middle management and senior management.

As the Vice President of Sales and Marketing for a privately held firm, he implemented an integrated sales and marketing strategy that resulted in sales growth from 50 to 100 million dollars and changed the company culture to be more customer focused. He has also trained
executives, salespeople and managers at corporations such as Mattel Toys, Pioneer Electronics, Avery Dennison, CCH Computax and Epson.

He has written articles for trade and industry publications and speaks at civic associations on sales and marketing topics. He is a member of the Southern California Chapter of the American Marketing Association.
To: All students of Marketing Management BSM473.43

From: Professor Arnold Ng

Date: August 27th, 2003

RE: Your first assignment.

Please e-mail me with the following information:

1. Your name
2. Your title
3. Your mailing address
4. Your phone number, day and evening,
5. Your preferred e-mail address, home or work
6. Your employer and address
7. The industry sector that your company serves
8. The product or service that your company produces
9. Primary job responsibilities
10. Your experience with marketing
11. What you would like to gain from this course

Also, please complete the following reading assignments prior to the first session:

Read: Chapters 1, and 2 of the Marketing Management textbook, Phillip Kotler

Also, be prepared to share a brief 5-minute introduction of yourself and to share your personal
objectives and goals for this course. This will help in the formulation of teams for the team
project.

I look forward to meeting you on Thursday, August 27, 2003!!!

Arnold

Arnold Ng
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