August 3, 2003

Dear MBFE 658 Student,

I look forward to having you in my Marketing Management class this fall. This is an intensive class, covering a lot of material. In order to get the most out of this class; it is imperative to keep up with the reading and assignments.

Please review the syllabus for the class and evaluation sheets for the major assignments. Please complete the personal data form and either mail to: 31009 Rue Langlois Rancho Palos Verdes, Ca 90275 or Fax (310) 265-8054 prior to the first class meeting. Additionally, sign onto our classroom in Graziadio net and introduce yourself to your fellow classmates by going into the discussion folder and clicking on the introduction section. The following is what you will need to prepare for the first class session.

1. Read chapter 1 in the Kotler book. Evaluate the concepts critically. How do they fit into the real world? How can you utilize these concepts? Do you agree or disagree with them?

2. Bring to class, an article or marketing related material that illustrates any of the concepts discussed in the first five chapters of the book.

3. Complete and fax or send your personal data form.

4. Marketing Professional Interview:
   Interview a marketing professional in your organization or someone in your community that is involved in marketing. Address the following questions and be prepared to turn in a written paper and discuss this in the first class session. Your paper should include the name of the person interviewed, their position, the company and a brief description about the company.
   - What is marketing?
   - How do you view your role?
   - What is the biggest challenge facing the marketing department?
   - How do you think the other departments in your organization view marketing's role and contribution?
   - What do you think are the key things a marketer should know?

Please feel free to call or e-mail (Lynda@getmymail.org) prior to class to discuss any questions or concerns you may have. I look forward to meeting you.

Sincerely,

Lynda Palmer
Adjunct Professor, Marketing
PERSONAL DATA FORM

Please complete and return this form to help me tailor this class to fit your specific needs. Please mail the completed form to Lynda Palmer 31009 Rue Langlois Rancho Palos Verdes, CA 90275 or Fax to 310-265-8054 prior to the start of class.

Name:__________________________________________________________________
*Address:_______________________________________________________________
*Phone (home):_____________________*Phone (work)________________________
email___________________________________________________________________
Employer:_______________________________________________________________
Occupation:_____________________________________________________________

What would you like to get out of the MBA program?
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Do you expect to make a career change when you graduate? If so, what?
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

What type of marketing experience have you had?
________________________________________________________________________
________________________________________________________________________
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What are three interesting and unique things about you that you would not mind sharing with your classmates?
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Is there anything else that you would like me to know?
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

*for class list
PEPPERDINE UNIVERSITY
THE GEORGE L. GRAZIADIO
SCHOOL OF BUSINESS AND MANAGEMENT

LYNDA H. PALMER
MBFE 658.54
MARKETING MANAGEMENT
FALL 2003
THURSDAY
6:00 p.m.-10:00 p.m.

LONG BEACH CAMPUS

SYLLABUS
Marketing is so basic that it cannot be considered a separate function. It is the whole business seen from the point of view of its final result, that is, from the customer's point of view.... Business success is not determined by the producer but by the customer.

PETER DRUCKER

Course Description
This course covers the analyses of the environment, including global, ethical, political, social, and legal and regulatory issues and strategies relevant to the creation and distribution of goods and services; exploration of buyer behavior, marketing research, and marketing information from a managerial perspective; and analysis of product, pricing, marketing communications and distribution decisions in marketing planning and marketing program implementation. Emphasis is on the practical application of marketing concepts to case problems, students' current employment experiences and a company project.

Course Objectives
Marketing exists in everything you do. No matter what business you are in and no matter what function you serve, marketing in some way, is an important component. Even in your personal life especially with respect to your career—understanding the customer, understanding the competition, appropriate packaging, promotion, etc. are vitally important in distinguishing you or your company in this increasingly competitive environment.

The objective of this course is to develop an understanding of marketing and its role within an enterprise. We will learn the "language of marketing" and learn how to apply the concepts to real world applications.

One of the difficulties of learning marketing is that there is often no single "right" answer. Since we are dealing with a multidimensional changing environment, the more tools we have at our disposal, the better chance we have to develop a working solution. However, there is usually more than one "right" answer. In this course, we will be developing an arsenal of marketing tools. We will also be learning how to sort through problems and issues, analyze facts and data and organize it in ways that can help you make decisions, choose the best course of action and the most effective tools.

This course concentrates heavily on integrating the concepts covered in class into a live case study. The depth of the live case, integrated throughout the trimester enables you to apply the concepts you are learning to a real life example. This is a very interactive class. Your classmates are one of your best learning sources. Each of you brings to the table a myriad of experiences and the more you participate in the class, the better the experience will be for all of us.

Required Text

Harvard Business School Case Packet.
Grades

The grades will be weighted as follows (in points):

Individual (60%)
- Class participation 15
- Tiger Tread 10
- Midterm Exam 10
- Case Brief 10
- Marketing Interview 5
- Final exam 10

Team (40%)
- Team Company Meeting 10
- Team Marketing Plan 30

TOTAL POINTS 100

The assignment of grades is as follows (in points):

94-100 = A
90-93 = A-
87-89 = B+
84-86 = B
80-83 = B-
77-79 = C+
74-76 = C
70-73 = C-
67-69 = D+
64-66 = D
65-63 = D-
59 and Below = F

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 specified 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, Lauren Breeding, (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.

**Instructors Expectations**

- Come to class fully prepared to discuss all assigned material.
- Turn in all assignments on time in typewritten form, double-spaced.
- Contribute to the class discussion in a way that enhances the learning process.
- Conduct yourself in class as you would in a business situation. (i.e., be courteous, offer constructive criticism, compliment on a job well done, and give thoughtful feedback)
- Provide ongoing feedback with regard to the extent in which this class is meeting your needs and objectives.
- Share responsibility for the quality of the experience.
- Attend all class sessions. More than one absence (4-hour session) will affect your grade.
Current Articles

Students are encouraged to bring to class; articles, advertisements or any other marketing information related to the week’s discussion topics to share with classmates. This is part of your class participation grade and will enhance the class discussions.

Attendance

You will be responsible for all the material covered in class session whether you are present or not. You may be absent one time without significantly affecting your grade. If you miss three classes you will earn a grade of "F" for the course.

Class Participation

Class participation points will be based primarily on quality and secondarily on the frequency of contributions to class discussion and in class group projects. Each session you will have the ability to earn 1.0 point.

Learning Teams

During the first class session, you will divide yourselves into learning teams consisting of 4-5 classmates. You will be completing two team projects with this team, the Marketing Plan Project and a team case online. Since you will be working very closely with your team members, make sure you are in a team that is compatible with your needs. Consider the following when you are choosing your team:

1. Logistics such as work, home locations and schedules.
2. Ambitions, ability levels and work styles should be consistent.
3. Personalities
4. It is often helpful to have a variety of business disciplines (i.e. a finance person to run the numbers).
5. If you sense a problem that you feel cannot be resolved, indicate politely but immediately that you would like to be moved to another group.

It is recommended that teams meet/conference call/e-mail between the first and second class meetings to evaluate the "fit" of each team member and that you form a verbal contract with each other regarding each member's participation. Each member must take full responsibility for the effective management of the team’s efforts. Occasionally, disagreements arise between team members and complicate the process. Keep in mind, these learning teams do not differ significantly from project teams in the workplace. This is a unique opportunity to learn how teams function and to learn to amicably work out differences.

Case Analysis

The use of cases in this class is to give you the opportunity to utilize what you are learning and apply it to a "real life" situation. You have the opportunity to analyze and tackle some of marketing’s most convoluted problems. Not only is case work good for cementing knowledge, it will give you new tools, methods, and most importantly, practice in problem solving that you can utilize in your everyday work environment.

You are required to prepare 1 individual brief to turn in (not to exceed four pages) for either Outward Bound or Mary Kay. For the case you do not choose to turn in, you must prepare a written outline of your analysis and recommendations for the class discussion. Before you start the first brief, read the attached information on case
analysis. If you are not happy with the grade you receive on the first brief you turn in, you may turn the second brief for grading. The higher grade will be used for your final grade.

**Online Case**

There will be one class that will be held online (in lieu of class on September 18). In this online session, you will be required to analyze National Chemical Corporation case in the form of discussions through the GraziadioNet. The discussion will be in both a group and individual format. Points will be assigned based on the quality and frequency of the postings and your contribution to your team’s postings.

1. On September 12, an assignment will be posted in the assignment section of our class folder on GraziadioNet. There will be group and an individual posting required for this assignment.
2. The groups’ postings are due by September 18. Once the groups’ postings are made, individual questions and comments will then address each group’s postings. These comments must be substantive and well thought out. Each individual must make at least 3 substantive postings.
3. Each individual must log in to the online classroom at least 3 times during the week.
4. All group correspondence should be done in the team project section of the GraziadioNet, as I will be monitoring the online group process.
5. Make sure you are involved in value added, content relevant comments in the online discussion. Comments such as "I agree" and “ditto” are not considered value-added participation. Therefore, when you agree or disagree with me, a classmate, then state AND SUPPORT your agreement or disagreement. Comments, which advance the discussion, are considered substantive participation.
6. Specific details of where to post different assignments will be handed out in class.

**Late Assignments**

Assignments will be penalized by 10% if turned in one (1) week late, 50% if two weeks late. No assignments will be accepted after 2 weeks past the due date.

**Examinations**

There will be a midterm and a final exam. The exams will contain questions about the material covered in the readings, lectures, class discussions and cases.

**Marketing Plan Project – 30 total points (team assignment)**

The class will develop a marketing plan for an assigned company during the trimester. The plan should demonstrate that the team has thoroughly researched the product, industry and company, understands the concepts learned in this course and can apply them to develop a comprehensive marketing plan. Each team will be required to prepare a 16-20 page written and 20-minute oral presentation of their marketing plan. This project will take considerable time and energy, so I recommend starting early.

The marketing plan project will be broken down into six parts to pace the work and allow for in-class discussions with company project stakeholders.

<table>
<thead>
<tr>
<th>Project Section</th>
<th>Description</th>
<th>Due Date</th>
<th>Grade Points</th>
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</thead>
<tbody>
<tr>
<td>Part 1</td>
<td>Company Project Briefing: Assigned project</td>
<td>Sept. 11</td>
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</table>
company will brief the class on their organization, current situation and marketing challenge.

| Part 2 | Written first draft of the following sections of the marketing plan due.  
| - Current Marketing Situation (market summary, SWOT, competitive analysis, product offering, keys to success, critical issues and macro environment summary)  
| - Marketing Strategy (marketing objectives only)  
| Your team will receive directional written feedback on this submission. | Oct. 2 |

| Part 3 | Presentation of Situation Assessment and Marketing Strategy to Company Management - Each team will sign up to individually meet with myself and representative(s) from the project company for one half-hour during class #7. Each team will be responsible for developing their agenda for this meeting. It is recommended that you highlight key insights and conclusions from your situation assessment as well as overview the strategic direction for your marketing plan. Your team will receive verbal feedback during this meeting. Please take careful notes during this meeting. | Oct. 2 | 10 points |

| Part 4 | Written revision of the draft sections from Part 2 due along with the following additional sections.  
| - Marketing Strategy (financial objectives, target markets, positioning, marketing mix and marketing research)  
| - Financials (break-even analysis, sales forecast, expense forecast, linking expenses to strategy and tactics and contribution margin)  
| Your team will receive written feedback on this submission. | Nov. 6 |

| Part 5 | Marketing plan meetings-Each group will have one final 20 minute meeting with me to review the plans and finalize any outstanding issues. | Nov. 13 |

| Part 6 | Final Written Marketing Plan Due – Each team will be required to submit their final written marketing plan (all sections) to myself (hard and e-copy) and key company representatives (e-copy) for review, evaluation and grading. | Nov. 20 | 20 points |

<p>| Part 7 | Presentation of Marketing Plan – Each team will have 20 minutes to present an executive overview of their marketing plan. Company representative(s) will be in attendance to evaluate each team’s presentation and provide feedback. | Dec. 4 | 10 points |</p>
<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE</th>
<th>SUBJECT</th>
<th>READING</th>
<th>ASSIGNMENT DUE</th>
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<tbody>
<tr>
<td>1</td>
<td>August 28</td>
<td>Course Introduction</td>
<td>Ch. 1</td>
<td>Marketing interview</td>
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<td></td>
<td>The Strategic Role of Marketing</td>
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<td>2</td>
<td>September 4</td>
<td>Marketing to the New Economy</td>
<td>Ch. 2, 3</td>
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<td>Customer Satisfaction</td>
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<td>3</td>
<td>September 11</td>
<td>Strategic Marketing Planning</td>
<td>Ch. 4, 5</td>
<td>Outward Bound Company Presentation</td>
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<td>Marketing Plan Workshop</td>
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<td>4</td>
<td>September 18</td>
<td>Gathering Marketing Information and Measuring Marketing Demand</td>
<td>Ch 5</td>
<td>Online class-Measuring Marketing Demand project online</td>
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<td>5</td>
<td>September 25</td>
<td>Marketing Environment Analysis</td>
<td>Ch. 6-8</td>
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<td>Buyer Behavior</td>
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<td>6</td>
<td>October 2</td>
<td>Competitor Analysis</td>
<td>Ch. 9, 10</td>
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<td></td>
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<td>Segmenting and targeting</td>
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<td>7</td>
<td>October 9</td>
<td>Company presentations</td>
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<td>Oral presentation Written draft for feedback</td>
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<tr>
<td>8</td>
<td>October 16</td>
<td>Global Marketing Strategies</td>
<td>Ch. 11, 13, pg 418-435</td>
<td>Mary Kay Cosmetics: Asian Market Entry</td>
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<td></td>
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<td>Positioning and Branding</td>
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<td>9</td>
<td>October 23</td>
<td>Mid-Term Exam</td>
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<td>10</td>
<td>October 30</td>
<td>New Market offerings</td>
<td>Ch. 12, 15 pg 436-440</td>
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<td></td>
<td></td>
<td>Product and Service Marketing</td>
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<tr>
<td>11</td>
<td>November 6</td>
<td>Distribution Strategy</td>
<td>Ch. 16-18</td>
<td>Company Marketing plan drafts due</td>
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<td></td>
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<td>Pricing Strategy</td>
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<tr>
<td>12</td>
<td>November 13</td>
<td>Promotion Strategy</td>
<td>Ch. 19-22</td>
<td>Good ad, bad ad Marketing plan meetings</td>
</tr>
<tr>
<td>13</td>
<td>November 20</td>
<td>Final Exam-open book-open notes</td>
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<td>Written plans due</td>
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<tr>
<td>14</td>
<td>December 4</td>
<td>Presentations</td>
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<td>Company marketing plan presentations</td>
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</tbody>
</table>
Team members

Topic:

CRITERION | 5 Very Competent | 4 Competent | 3 Acceptable | 2 Marginal | 1 Poor |
--- | --- | --- | --- | --- | --- |
INFORMATION REVIEW | | | | | |
Information coverage 5-8 key insights from situation analysis | | | | | |
Information organization | | | | | |
Data sources | | | | | |
Citation of references | | | | | |
Correlation of key insights | | | | | |
MARKETING PLAN COMPONENT REVIEW | | | | | |
Target Market | | | | | |
Marketing Objectives | | | | | |
Marketing Strategy | | | | | |
FORM AND STYLE | | | | | |
Organization of meeting | | | | | |
Time management | | | | | |
Q and A session/solicited feedback | | | | | |
Clear presentation of ideas | | | | | |

Average score ______________________ x 2 ____________________

EVALUATION
## Oral Presentation - Marketing Plan

### MBFE 658

**PROJECT:**

**DATE:**

<table>
<thead>
<tr>
<th>DELIVERY STYLE</th>
<th>CONTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical Actions 0 1 2 3 4 5 (gestures, eye contact, stance)</td>
<td>Introduction 0 1 2 3 4 5 (preview, purpose)</td>
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<td>___________________________</td>
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<tr>
<td>Voice 0 1 2 3 4 5 (vocal, variety, enunciation, lack of um's)</td>
<td>Preparation 0 1 2 3 4 5 (rehearsal, research)</td>
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<td>___________________________</td>
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<tr>
<td>Dynamics 0 1 2 3 4 5 (pace, humor, confidence, timing)</td>
<td>Transitions 0 1 2 3 4 5 (flow, movement to next idea)</td>
</tr>
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<td>___________________________</td>
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<tr>
<td>Language 0 1 2 3 4 5 (vocabulary, grammar)</td>
<td>Organization 0 1 2 3 4 5 (understandability, separation of ideas)</td>
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<tr>
<td>Visual Aids 0 1 2 3 4 5 (readability, use)</td>
<td>Conclusion 0 1 2 3 4 5 (recap, call to action)</td>
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**Average:** _____ x 2 ____________

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**MBFE 658**  
**Case Analysis Grading Sheet - Written**

Case:_____________________________ Name_____________________________

12
CONTENT

<table>
<thead>
<tr>
<th>Topic</th>
<th>Point Value</th>
<th>Points Earned</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Discussion of major theme and issues</td>
<td>2.0</td>
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<td></td>
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<tr>
<td>2. S.W.O.T. Analysis</td>
<td>1.0</td>
<td></td>
<td></td>
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<tr>
<td>3. Solutions</td>
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<td>4. Pros and Cons</td>
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<td>5. Recommendation</td>
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<tr>
<td>6. Use of class concepts</td>
<td>.5</td>
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<td></td>
</tr>
<tr>
<td>7. Use of Case Data</td>
<td>.5</td>
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</table>

FORMAT

<table>
<thead>
<tr>
<th>Topic</th>
<th>Point Value</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Logical flow of paper</td>
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</tr>
<tr>
<td>2. Grammar / Punctuation / Spelling</td>
<td>1.0</td>
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Total Grade 10.00