PEPPERDINE UNIVERSITY
THE GEORGE L. GRAZIADIO
SCHOOL OF BUSINESS AND MANAGEMENT

DR. WILLIAM R. SMITH, JR.
MBFE 658.61
MARKETING MANAGEMENT
SUMMER 2004
MONDAY
6:00 pm – 10:00 pm
VENTURA COUNTY CENTER

SYLLABUS
COURSE OBJECTIVES

This course should make you familiar with the major decisions faced by a marketing manager in both domestic and international settings. Specific attention will be given to making these decisions in an ethical fashion in today’s high-technology environment. You should also be better prepared to handle higher level marketing courses in the future.

TEXTS AND COURSE MATERIALS


Case textbook may be announced at first or second class session.

GRADING

**Exams:** The mid-term exam may cover any material from the text, assigned readings, and lectures that have been covered prior to the exam. The exam’s format will be announced one week prior to its administration. There will also be a final case study that will be analyzed in class as an exam. This analysis will require use of the cumulative knowledge that you’ve been exposed to during the term.

**Cases:** Case studies will be part of some class sessions. Two cases will be analyzed on a group basis. The written analysis of these group cases will consist of performing eight steps. These stages consist of:
Cases: (continued)

1. Identifying the main issue and major sub-issues (problems) confronting the manager(s) in the case.
2. Listing the strengths and weaknesses in the firm’s internal environment (e.g., adequate/inadequate human and financial resources).
3. Listing some opportunities and threats presented by the firm’s external environment (e.g., economic conditions such as interest rates).
4. Listing some alternative courses of action available to the decision maker(s) in dealing with each of the issues identified.
5. Listing the positive and negative implications of each alternative identified in step 4. [These first five steps are the “heart” of any case analysis.]
6. Making a recommendation as to which alternative should be pursued in dealing with each issue (just state the recommended alternative, e.g., raise prices).
7. Discussing the implementation of the chosen alternatives (e.g., when will the price be raised, by how much, etc.).
8. Discussing any follow-up problems you might anticipate as a result of implementing the recommended alternatives (this is an optional step since much of this should have been done in step 5 as you determined the positive and negative implications of a course of action).

The case write-up is limited to ten typed, double-spaced pages, not including attachments. You should know that I encourage (and reward in grading) appropriate quantitative analysis of cases when possible using the information provided in the case. You should also ask the instructor prior to using any information gleaned from sources other than the case itself.

Miscellaneous: You may be assigned readings from such publications as Fortune and Business Week on a periodic basis. You will be responsible for gleaning the marketing implications from these readings and may be asked to submit a written report. These readings may be assigned inside (unannounced) or outside of class. There may also be other types of assignments during the term.

Marketing Plan Project: Each team will be responsible for developing a marketing plan as a term project. This “real-world” project will be introduced to the class during the third session and will involve each team working as “consultants” for a company. Numerous examples of marketing plans can be found on the Internet and the Pepperdine library has several books on marketing plans. A summary of the contents of a marketing plan can be found on pages 115-116 in the Kotler textbook. **NOTE:** Every marketing plan should contain “contingency” financial projections, i.e., an expected, optimistic and pessimistic projection of the firm’s operating statement for a minimum of three years.

Class Participation: Your preparation for, and contribution to, each class is a primary requirement for this course. While you obviously cannot participate if you are absent, quality as well as quantity of participation will affect your grade on this component. I believe that a student takes unfair advantage of his/her classmates if s/he does not contribute to class discussions in a meaningful way on a regular basis through the sharing of her/his thoughts and experiences and the asking of provocative questions. **Absences from class will result in a reduction of your grade.** For one excused absence there is no deduction. For two absences, your grade will be reduced 1/3 of a letter grade (e.g., an A- will become a B+), for three absences one letter grade (e.g., an A- becomes a B-), for four absences two letter grades (e.g., an A- becomes a C-), and for absences in excess of four, you will receive an F. I will take attendance for each ½ class session (two hour time blocks) and will make note of late arrivals and early departures (i.e., two ½ absences will equal one full absence). If you miss more than 15 minutes of any two hour time block, you will be counted absent for ½ a class. You will be required to grade your group members on group work and **their evaluations can have a major impact on your class participation grade.**
Point Distribution:

- Mid-term Exam: 100 points
- Minor Case: 25 points
- Major Case: 75 points
- Marketing Plan: 150 points (2/3 paper, 1/3 presentation)
- Participation: 100 points
- Misc. (readings, quizzes, etc.): Variable
- Final Exam/Case: 50 points

Note: * The point distribution may be revised at the professor's discretion. *

Grading Scale:

- A = 92 to 100%
- A- = 90 to 92%
- B+ = 88 to 90%
- B = 82 to 88%
- B- = 80 to 82%
- C+ = 78 to 80%
- C = 72 to 78%
- C- = 70 to 72%
- D+ = 68 to 70%
- D = 62 to 68%
- D- = 60 to 62%
- F = below 60%

ATTENDANCE POLICY (see the class participation section above)

Anyone absent from the first class will be dropped. Makeup assignments will be offered in the event of a valid absence (as determined by the instructor). Students must contact the instructor prior to the exam or assignment due-date to be eligible for a makeup (keep in mind that e- and voice-mail function around the clock). Unannounced assignments cannot be made up for any reason.

STUDENT CONDUCT

GSBM students are expected to respect personal honor and the rights and property of others at all times. The University rules on conduct can be found on pages 202 - 203 of the GSBM catalog (2003-2004 Edition).

STUDENTS WITH DISABILITIES

The Disability Services Office (DSO) offers a variety of services and accommodations to students with disabilities based on appropriate documentation, nature of disability, and academic need. In order to initiate services, students should meet with the Director of the DSO at the beginning of the academic term to discuss reasonable accommodation. If a student does not request accommodation or provide documentation, the faculty member is under no obligation to provide accommodations. You may contact the Director of the DSO at 310-506-6500 or through e-mail at: Lauren.breeding@pepperdine.edu.
This schedule will serve as a guideline but may be revised at the instructor's discretion. It is highly likely that some schedule changes will be needed to accommodate the schedules of the managers that will be visiting the class as part of the marketing plan project.

May 3
- Introduction to Class and Case Method
- Start Group Formation
- Kotler: Chapters 1 and 6 and pages 241 - 251

May 10
- Kotler: Chapters 2 and 3
- Finalize Group Formation

May 17
- Introduction to Marketing Plan Project
- Kotler: Chapter 4

May 24
- Kotler: Chapters 5, 7 and 8
- Practice Case

June 7
- Kotler: Chapters 10 and 11

June 14
- Kotler: Chapters 12 and 14
  - Minor Case
  - Review for Exam

June 21
- Mid-Term Exam
- Kotler: Chapter 16

June 28
- Kotler: Chapters 17 and 18

July 12
- Kotler: Chapters 19, 20 and 21
  - Major Case
  - Advertising critique assignment

July 19
- Kotler: Chapters 13 and 15
  - Preparation for Services Marketing Simulation

July 26
- Kotler: Chapter 22
  - Services Marketing Simulation

August 2
- Projects Due
- Project Presentations
- Final Exam/Case