



Marketing Management SOM 441

Fall 2007

Time and Location: Monday & Wednesday 1:25pm-2:40pm in Room 118
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Office Hours: Mon and Wed 3-5pm

Course Description

Marketing management is about bringing together theory and practice.

This unit is designed to develop your ability to apply marketing theory in a variety of settings, with a particular emphasis on new products. Components of marketing theory you have previously encountered will be integrated and applied to different contexts. Recent developments in marketing will be integrated with more classical approaches. At all times you are encouraged to draw upon your knowledge from other courses you have taken, and practical experiences from outside the classroom.

Prerequisites

Principles of Marketing SOM 301 or equivalent.

Objectives

- To understand the relationships between tactical marketing tools.
 - To understand the special considerations in new product marketing.
 - To be able to coherently apply marketing tactics in support of an overall marketing strategy.
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Text

SOM441 Marketing Management Custom Coursepack.

This pack is available at the Textbook Annex.

You must have access to:

Kerin, Roger A., Hartley, Steven W., Berkowitz, Eric N. and Rudelius, William, (2006) *Marketing*, (8th ed) McGraw Hill, New York.

Breadth of Exposure

Like lectures, the text is a source of information but these alone are insufficient. I urge you to be active in reading widely. National newspapers such as the *Wall Street Journal*, trade magazines such as *Wired Magazine*, and other media sources are invaluable to marketers. Without knowledge of real examples, you will find it difficult to address the problems presented in the course. It is assumed you are current on the latest developments in the business world. This course will inform you. Exposure will make you effective.

Class Format

Classes follow a lecture and tutorial format. At the end of each lecture questions or an activity will be assigned. The first half of the following class is a tutorial that is dedicated to answering the questions from the last lecture. This is followed by a lecture in the second half of the class.

Policies

- Class notes are not available from the instructor. If you miss a class please obtain notes from another student.
 - Please be punctual. If you need to leave early, let me know before class starts.
 - Adhere to professional behavior in class. Refrain from talking, reading a newspaper, eating, chewing gum etc. Such behavior is disruptive and discourteous.
 - Final course grades are final. Unless I make a mistake in calculation, I will not change a final grade.
 - No Incomplete or Deferred grades will be given.
 - Any act of academic dishonesty during the exams will result in a 0.0 grade for the course and possible suspension from the University in accordance with the University's academic policy guidelines.
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Assessment

Method	Date	Length	Weight
Class Participation			10%
SWOT Assignment	Wed Oct 3	1200 Word Maximum	15%
Mid-Term Exam	Mon Oct 22	90 minutes	15%
Final Exam	Wed Nov 28	90 minutes	30%
Team Project	Wed Dec 5	2500 Word Maximum	20%
Group Presentations	Dec 5,10,12	15 minutes	10%
Total			100%

Class Participation

No attendance is taken, however the quality of your contribution to discussions will be assessed through class participation. Random cold calling will be part of the lectures. Quality answers debit credit, while answers that show lack of preparation credit credit. It is essential you remain current with your reading and awareness of business media to earn class participation points.

SWOT Assignment

Working in pairs, you will use the Strengths, Weaknesses, Opportunities, and Threats (SWOT) framework to analyze a firm case.

Mid-Term Exam

You will be asked to give short essay answers by choosing 2 from 4 questions. This essay exam is cumulative.

Final Exam

This essay exam is cumulative and covers all material with a choice format similar to the Mid-Term exam. You will be asked to analyze several scenarios drawing upon your knowledge gained during the semester.

Team Project

For this group project (4 people) you will be assigned an innovation to analyze from a new product marketing perspective. Price, promotion and distribution recommendations are required together with an assessment of likely product substitutes and potential firm competitors. Presentations for this assignment are on a group basis and are assessed by the instructor. You will be provided with the criteria to be used for the grading of both the written report and group presentation.

Late Coursework

Extensions will only be granted on medical or compassionate grounds and will not be granted because of work or other commitments. Requests for extensions should be made in writing prior to the due date. Medical certificates or other evidence must be attached and must contain information which justifies the extension. Late assignments which have not been granted an extension will be penalized by deducting ten percent of the possible mark per full day overdue.

Presentation of Written Work

It is important that your work complies with acceptable standards of presentation. All written work submitted should be typed in 12 point font, double spaced, have generous margins for comments, single sided, and stapled in the upper left hand corner. Please do not use display folders or plastic pockets, they will not add to your mark and will be discarded. Problems with technical analyses and presentation issues can make understanding for the reader difficult, and this can make it hard to award marks. In submitting group assignments please consider use of the following:

- title page
- abstract/executive summary
- contents page
- introduction
- conclusion
- references (consistency is important)
- word limit
- visual organization and presentation

Marks may be deducted for poor presentation, spelling, grammar, or other technical errors. Assignments may not be resubmitted in this course.

Plagiarism

Plagiarism is using the words or ideas of another author as if they were your own. This is considered a form of cheating and can result in a zero grade for the course. Using another's ideas or words is acceptable and can even be good practice if used effectively. Remember to acknowledge quotes, use your own words to express your ideas (it doesn't matter if you can't say it better, just say it differently), and don't hand in an assignment that is similar to another student's. Both parties may be penalized in this case.

Course Schedule

Date	Topic	Reading	Work Due
Wed, Sep 5	Introduction		
Mon, Sep 10	SWOT - External	2,3	
Wed, Sep 12	SWOT - Internal		
Mon, Sep 17	SWOT - Strategy	2,9	
Wed, Sep 19	SWOT - Application	Example Case Provided	
Mon, Sep 24	SWOT - Application	Example Case Provided	
Wed, Sep 26	Market Segmentation	9, "Rediscovering Market Segmentation" by Yankelovich, Daniel; Meer, David	
Mon, Oct 1	SWOT - work time		
Wed, Oct 3	Market Research	10	SWOT Assignment
Mon, Oct 8	NO CLASS–Columbus Day		
Tue, Oct 9	Product Life-Cycle	11	
Wed, Oct 10	New Products		
Mon, Oct 15	New Product Innovativeness	"Eager Sellers and Stony Buyers: Understanding the Psychology of New Product Adoption" by Gourville, John	
Wed, Oct 17	MID-TERM REVIEW		
Mon, Oct 22	MID-TERM		MID-TERM EXAM
Wed, Oct 24	Promotion - External	19, "Leveraging to Beat the Odds: The New Marketing Mind-set" by Slywotzky, Adrian J. and Shapiro, Benson P.	
Mon, Oct 29	Promotion - Internal		
Wed, Oct 31	Price	13,14, "Knowing a Winning Business Idea When You See One" by Kim, W. Chan and Mauborgne, Renee A.	
Mon, Nov 5	Place	15,16, "The Sales Learning Curve" by Leslie, Mark; Holloway, Charles A.	
Wed, Nov 7	Forecasting	"Forecasting the Adoption of a New Product" by Ofek, Elie	
Mon, Nov 12	NO CLASS–Veterans Day		
Wed, Nov 14	Market Orientation	"Turn Customer Input into Innovation" by Ulwick, Anthony W.	
Mon, Nov 19	Special Topics	<i>To be announced</i>	
Wed, Nov 22	NO CLASS-Thanksgiving		
Mon, Nov 26	REVIEW		
Wed, Nov 28	FINAL EXAM		FINAL EXAM
Mon, Dec 3	Team Project work time		
Wed, Dec 5	Presentations		Team Project
Mon, Dec 10	Presentations		
Wed, Dec 12	Presentations		

Notes
