



Marketing Management SOM 441

Spring 2008

Time and Location: Section 1 Tuesday & Thursday 1:00pm-2:15pm in Room 125
Section 2 Tuesday & Thursday 2:30pm-3:45pm in Room 125

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Office Hours: Tue and Thu 4-6pm

Course Description

Marketing management brings 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 will also be required to purchase an additional case that will be assigned during the semester.
- 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 tests 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	Tue Feb 26	1200 Word Maximum	15%
Test 1	Thu March 13	90 minutes	15%
Test 2	Tue Apr 29	90 minutes	30%
Team Project	Tue May 6	2500 Word Maximum	20%
Team Presentations	May 6,8,13	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 business case.

Test 1

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

Test 2

This essay test is cumulative and covers all material with a choice format similar to Test 1. 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 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
Tue, Jan 29	Introduction		
Thu, Jan 31	SWOT - External	2,3	
Tue, Feb 5	SWOT - Internal		
Thu, Feb 7	SWOT - Strategy	2,9	
Tue, Feb 12	SWOT - Application	Example Case Provided	
Thu, Feb 14	SWOT - Application	Example Case Provided	
Tue, Feb 19	NO CLASS		
Thu, Feb 21	Market Segmentation	9, "Rediscovering Market Segmentation" by Yankelovich, Daniel; Meer, David	
Tue, Feb 26	SWOT - work time		
Thu, Feb 28	Market Research	10	SWOT Assignment
Tue, Mar 4	New Products		
Thu, Mar 6	New Product Innovativeness	"Eager Sellers and Stony Buyers: Understanding the Psychology of New Product Adoption" by Gourville, John	
Tue, Mar 11	TEST 1 REVIEW		
Thu, Mar 13	TEST 1		TEST 1
Tue, Mar 25	NO CLASS		
Thu, Mar 27	Product Life-Cycle	11	
Tue, Apr 1	Promotion - External	19, "Leveraging to Beat the Odds: The New Marketing Mind-set" by Slywotzky, Adrian J. and Shapiro, Benson P.	
Thu, Apr 3	Promotion - Internal		
Tue, Apr 8	Price	13,14, "Knowing a Winning Business Idea When You See One" by Kim, W. Chan and Mauborgne, Renee A.	
Thu, Apr 10	Place	15,16, "The Sales Learning Curve" by Leslie, Mark; Holloway, Charles A.	
Tue, Apr 15	Forecasting	"Forecasting the Adoption of a New Product" by Ofek, Elie	
Thu, Apr 17	Market Orientation	"Turn Customer Input into Innovation" by Ulwick, Anthony W.	
Tue Apr 22	Special Topics	<i>To be announced</i>	
Thu, Apr 24	TEST 2 REVIEW		
Tue, Apr 29	TEST 2		TEST 2
Thu, May 1	Team Project work time		
Tue, May 6	Presentations		Team Project
Thu, May 8	Presentations		
Tue, May 13	Presentations		

Notes
