

NORTH PARK UNIVERSITY
School of Business and Nonprofit Management
Marketing Analysis & Consumer Behavior (5610)
2 Credit Hours

INSTRUCTOR

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COURSE OBJECTIVES

This course is designed to provide students with an overview of the field of marketing management. This is done via a survey of the various responsibilities that comprise typical product/brand management roles in industry. The course will use a mix of scholarly works and practical applications. Marketing management will be explored within the traditional packaged goods arena as well as business-to-business and, to a small extent, the nonprofit sector. The survey begins in SBNM 5610 and is completed in SBNM 5611, Advanced Marketing Management.

TEXT

Marketing Management
Marketing Management (Prentice Hall 14th Edition)
Philip Kotler and Kevin Keller, ISBN: 978-0-13-210292-6

- Note, this textbook is also used for SBNM 5611 and over 90% of the students taking SBNM 5610 also move on to take SBNM 5611 in the subsequent quad. The accompanying software will be used to prepare marketing plans in SBNM 5611 in Quad B. If you are one of the few students not planning to take SBNM 5611, you may want to consider purchasing textbook from an alternate source which offers the book individually.

SUPPLEMENTAL MATERIALS

Harvard Business School Cases

Several Harvard Business School (HBS) cases are utilized in this course. These cases will be supplied by the instructor and each student will have a corresponding copyright fee posted to their account. The fee is \$25. Please check on NPU rules regarding return of any supplemental materials.

HOMEWORK & ASSIGNMENTS

Assignments consist of readings, individual case analyses and a team case analysis. **All assignments are due before the start of the weekly class session.**

COURSE OBJECTIVES

This course is designed to provide students with an overview of the field of marketing management. This is done via a survey of the various responsibilities that comprise typical product/brand management roles in industry. Modules include strategic and marketing planning, consumer behavior, marketing and advertising research, segmentation strategies, branding, competitive and marketing mix strategies, and positioning concepts. The course will use a mix of scholarly works and practical applications. Marketing management will be explored within the traditional packaged goods arena as well as business-to-business and, to a small extent, the nonprofit sector. The survey begins in SBNM 5610 and is completed in SBNM 5611.

The essential objectives of this course (per the IDEA framework, a nationally recognized assessment tool used by many higher learning institutions) are to:

- Learn fundamental marketing principles and theories
- Learn to apply course materials (to real world situation)
- Learn to analyze and critically evaluate ideas, arguments and points of view
- Acquire skills in working with others as a member of a team

Upon successful completion of SBNM 5610, students will have the ability to:

- Understand how a Marketing Plan would fit into a complete Business Plan for a product.
- Gather and assess information about customers' needs and buying patterns, and subsequently determine a product's value to potential customers.
- Given a marketing decision facing a firm, determine what type of market research would be relevant to the decision. Make recommendations about how to gather that research; determine how much money should be spent; how to analyze the results; and be able to present findings to senior management.
- Given information about a product line's history, assess market situation, industry and competition to make recommendations for future marketing decisions regarding the product.
- Given information about a firm's size, history, and organizational structure, assess industry and market situation to recommend a process for successfully bringing a new product to market.
- Understand how various choices will affect customers, employees, competitors, shareholders, and the community. Assess the relevance of ethical considerations on these marketing decisions.

Upon subsequent successful completion of SBNM 5611, students will have further ability to:

- Utilizing information gathered through applied business research, develop a Marketing Plan for a product consistent with its position in the market.
 - Gather information about a product's cost structure and the costs of any proposed marketing activities, calculate the product's unit contribution and determine the break-even point for the proposed marketing expenditures. Make recommendations for modifying the proposed marketing budget based on your analysis.
 - Gather information about a product's cost structure and competition, analyze potential pricing alternatives and make a pricing recommendation.
 - Weighing information about customers' needs and buying patterns and the internal capabilities of a company, design a channel strategy for specific products or services produced by that company.
 - Assess a product's characteristics and selling benefits to design a sales management plan and develop hiring, training, and compensation recommendations for the sales force.
 - Gather information about the external environment and a product's features & benefits, and make recommendations regarding advertising, sales promotions, and public relations.

SCHEDULE OF WEEKLY ASSIGNMENTS

Week	Date	Topic(s)	Assignments
1	8/27	Understanding Marketing Management <ul style="list-style-type: none"> • Defining Marketing for the 21st Century • Developing Marketing Strategies and Plans 	<ul style="list-style-type: none"> • read before class <ul style="list-style-type: none"> ○ Chapters 1 & 2 ○ Assigned articles posted on Moodle
	9/3	NO CLASS ON SEPTEMBER 3 (LABOR DAY)	
2	9/10	Capturing Marketing Insights <ul style="list-style-type: none"> • Gathering Information and Scanning Environment • Developing Marketing Strategies and Plans 	<ul style="list-style-type: none"> • read before class <ul style="list-style-type: none"> ○ Chapter 3 & 4 ○ Assigned articles posted on Moodle
3	9/17	Connecting with Consumers <ul style="list-style-type: none"> • Creating Customer Value, Satisfaction, & Loyalty • Analyzing Consumer Markets 	<ul style="list-style-type: none"> • read before class <ul style="list-style-type: none"> ○ Chapters 5 & 6 ○ Assigned articles posted on Moodle • Submit before start of class <ul style="list-style-type: none"> ○ Case Analysis #1
4	9/24	Connecting with Consumers (cont.) <ul style="list-style-type: none"> • Analyzing Business Markets • Identifying Market Segments and Targets 	<ul style="list-style-type: none"> • read before class <ul style="list-style-type: none"> ○ Chapters 7 & 8 ○ Assigned articles posted on Moodle
5	10/1	Building Strong Brands <ul style="list-style-type: none"> • Creating Brand Equity • Crafting the Brand Positioning 	<ul style="list-style-type: none"> • read before class <ul style="list-style-type: none"> ○ Chapters 9 & 10 ○ Assigned articles posted on Moodle • Submit before start of class <ul style="list-style-type: none"> ○ Case Analysis #2
6	10/8	Building Strong Brands (cont.) <ul style="list-style-type: none"> • Dealing with Competition 	<ul style="list-style-type: none"> • read before class <ul style="list-style-type: none"> ○ Chapter 11 ○ Assigned articles posted on Moodle
7	10/15	Final Case Presentations & Discussion	<ul style="list-style-type: none"> • Submit before start of class <ul style="list-style-type: none"> ○ Team Case Analysis • Teams lead case discussion in class

GRADING

Points -- 200 possible points for the course

Activity	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total Points	Grade %
Class Participation		5	5	5	5	5	5	30	15%
Case #1			50					50	25%
Case #2					50			50	25%
Team Case							50	50	25%
Team Case Discussion							20	20	10%
Weekly Point Total		5	55	5	55	5	75	200	
Cumulative Points			60	65	120	125	200		

Please be aware that late submissions of assignments will be severely penalized. A late submission which is received within 24-hours of the deadline will be assessed an automatic 15% point deduction. Any submissions received over 24-hours past the deadline will be recorded as 0 points.

Grade Mapping

Numeric Grade	Letter Grade	Numeric Grade	Letter Grade	Numeric Grade	Letter Grade
190-200	A	160-164	B-	<140	F
180-189	A-	155-159	C+		
175-179	B+	145-154	C		
165-174	B	140-144	C-		

COURSE REQUIREMENTS

Computer Requirements

In order to effectively participate in and successfully complete this course, each participant will need to have access to a computer and a high-speed internet connection. For information on computer requirements and network access, please visit:

<http://www.northpark.edu/Current-Students/Computer-Services/Network>

Student Responsibilities:

1. Class participation and written assignments are required for this course. **You cannot successfully complete this course without completing the weekly readings assignments.**
2. Some assignments will be posted on-line. You will be asked to retrieve assignments from Moodle.
3. Use proper "netiquette" (see *A Guide to Netiquette in Course Information folder on Moodle*).
4. For a quick reply, it is best to communicate questions, concerns or issues via email. But, you may also contact me via phone or in-person during office hours.

Instructor Responsibilities:

1. Provide updated information on relevant resources for the various topics of interest.
2. Read and critically assess students' assignments and provide feedback within 7-10 days of receipt.
3. Facilitate a participant-centered class experience, which focuses on student learning
4. Respond to all student e-mails within 48 hours of receipt (target is 24 hours).
5. Respond to all student phone calls within 48 hours (target is 24 hours).

CLASS PARTICIPATION

The course experience is enhanced when class participants share comments, ask questions and offer real-world examples of cases where concepts and principles have been applied or can be applied. Your class participation will be graded on a weekly basis according to the following criteria:

Rubric for Grading Class Participation

POINT VALUE	CHARACTERIZATION OF PARTICIPATION
0	No participation
2	Few contributions, and/or Comments/questions have little relevance to topic or discussion underway, and/or Comments/questions are unnecessarily long-winded and monopolize class time
3-4	Comments/questions aid discussion by providing relevant examples of real-world applications of course topics.
5	Comments/questions are insightful and provide additional thought provoking perspectives on lecture points, readings and assignments. Demonstrates grasp and appropriate application of course materials.

CASE ANALYSIS ASSIGNMENTS

There will be two individual case analysis assignments, and one team analysis. The cases have been selected from the Harvard Business School Library. The publisher makes these cases available at a discount to educational institutions. There is a per student fee, so, each student will have the corresponding fee posted to their account. The fee amount will be communicated during the initial class session.

The cases will be made available via Moodle. Students must note that these documents are copyright protected and are not to be shared or redistributed to others. The instructor will also supply a list of questions, pertaining to each case.

Students must submit a written case analysis, per the schedule of assignments given earlier, analyzing the case and specifically addressing the associated list of questions. The case analysis must follow APA guidelines and **should generally be 5-8 pages double spaced, but absolutely no more than 10 pages.**

General guidelines for conducting a case analysis:

- Initially read through the entire case, focusing on understanding the business situation more so than the minute details.
- Read the assigned questions carefully. Think about the specific topics being addressed in the course and reflect on how these questions tie into the course content and discussion topics.
- Re-read the case, noting various details (e.g., taking notes, highlighting text, etc.) and reflect on your answers to the assigned questions
- Put on your marketing hat and consider yourself to be a key decision maker. Before you begin writing your analysis, make a firm decision on your assessment of the situation, your specific stance and any recommendations that you would give.
- Do not spew back the case details and events of the case in your analysis. Assume that the reader has read the case, summarize key points as you explain your rationale, citing references using APA format.
- Make sure that you address each of the assigned questions in your analysis
- Before drawing your conclusions and making recommendations, it is often a good idea to summarize your rationale (e.g., use a table listing pros vs. cons).
- Proof-read your document carefully! Use spelling and grammar checking tools. If possible, have someone else proof-read your document, giving you feedback on whether your points have been well conveyed (i.e., have you really said what you intended to say? Is the reader likely to grasp your intended message?).

Your written case analysis will be graded according to the following criteria:

Rubric for Grading Case Analysis

POINT VALUE	CHARACTERIZATION OF THE POSTING
0	No response
10 - 20	Poor analysis. Insufficient depth, no conclusions drawn or rationale is questionable.
25 - 35	Adequate analysis, adequate depth, addressing some of the assigned questions, but not all. Conclusions and recommendations are unclear or questionable, and do not reflect solid understanding of marketing principles being studied in this course.
40 - 45	Good solid analysis, sufficient depth, addressing all questions completely. Firm position taken and justified in analysis. Conclusions and recommendations are solid, following directly from stated rationale.
50	Thorough and concrete analysis, fully addressing all assigned questions. Firm position taken, with strong justification. Discussion, conclusions and recommendations demonstrate strong grasp of course content and marketing principles being studied in this course.

MARKETING PLAN TERM PROJECT for SBNM 5611

Those continuing on to SBNM 5611 in Quad B may want to begin preparing for the marketing plan project which will be required in that course. **The Marketing Plan Project is NOT a requirement for SBNM 5610 and there will be no assignments due for the marketing plan in SBNM 5610.** This information is provided solely for those who may want to begin preparing beforehand. The software used on the project requires a little time to become acclimated to, so you may want to install the software and begin creating your marketing plan framework in advance.

In SBNM 5611, you will develop a Marketing Plan for either a **non/not for profit, private or public entity's** product. The project should be built around the detailed model of the company's marketing strategy that is presented in Chapter 2, using the marketing plan outline provided by the Marketing Plan Pro (MPP) software as a guide.

Begin thinking of the product (which can be a tangible good or a service) you will select for your marketing plan. Think about the sources of information you will use to gather underlying information needed for marketing plan. The project will be developed **using Marketing Plan Pro 9.0 software.**

Marketing Plan Pro 9.0. (Palo Alto Software, Inc.) is packaged with the text when **purchased through NPU bookstore.**

After loading the software please use the following link to register: <http://www.paloalto.com/registerph>

FYI -- If you did not buy the book and software through North Park - you can buy MPP 9.0 from Palo Alto Software for \$70. You will have to prove you are a student at NPU (a copy of your student ID or a letter on NPU letterhead verifying your student status). Here is the link:

http://www.paloalto.com/specials/north_park_marketing

You want Marketing Plan Pro 9.0, download only.

MPP 9.0 is also available on several computers on NPU campus. It is installed on the two computers in the foyer of the first floor of Magnuson and also on the first eight computers in the User Ed lab on the second floor of the library.

Do not create a new marketing plan from scratch, please download one of the skeleton marketing plans provided for the class via Moodle. These skeletons are provided in order to ensure that your marketing plan includes all the assigned sections and that you are not penalized for missing sections. There are different skeletons provided for following cases:

- The product that you have selected is a manufactured good (may also include an accompanying service) → **download file "5610-5611 Product Mktg Plan Template.mpd"**
- The product that you have selected is a service → **download file "5610-5611 Service Mktg Plan Template.mpd"**
- The product that you have selected is a service provided by a nonprofit organization → **download file "5610-5611 NP Mktg Plan Template.mpd"**

Choose the file which fits the product you have chosen and download the indicated file. There are slight differences in the outlines within each of these files, structuring the marketing plan appropriately for each of these different cases. If you are not sure how to classify your chosen product, please ask instructor for assistance. If the proper skeleton is not chosen, you will have difficulty interpreting the desired content for some sections of the marketing plan.

Download the appropriate file to your hard drive and open the file using MPP. Save the file with a new name, one that reflects the product that you have chosen. You can then begin familiarizing yourself with the software and modifying the blank marketing plan with your specific content.

ACADEMIC HONESTY:

In keeping with our Christian heritage and commitment, North Park University (NPU) and the SBNM are committed to the highest possible ethical and moral standards. Just as we will constantly strive to live up to these high standards, we expect our students to do the same. To that end, cheating of any sort will not be tolerated. Students who are discovered cheating are subject to discipline up to and including failure of a course and expulsion.

Our definition of cheating includes but is not limited to:

- Plagiarism – the use of another’s work as one’s own without giving credit to the individual. This includes using materials from the Internet.
- Copying another’s answers on an examination.
- Deliberately allowing another to copy one’s answers or work.
- Signing an attendance roster for another who is not present.

In the special instance of group work, the instructor will make clear his/her expectations with respect to individual vs. collaborative work. A violation of these expectations may be considered cheating as well. For further information on this subject you may refer to the Academic Dishonesty section of the University’s Catalog (available at www.northpark.edu). In conclusion, it is North Park’s mission to prepare you for a life of significance and service. Honesty and ethical behavior are the foundation upon which such lives are built. We therefore expect the highest standards of each student in this regard.

ATTENDANCE:

The graduate courses in the SBNM are all 7 weeks in length. Missing one class session is allowed without penalty as long as all readings and assignments are made up by the student within a reasonable time period (the following week). Failing to log into an online course site for an entire week is allowed, but a penalty may be applied at the instructor’s discretion. Missing a second class session is allowed only in unusual circumstances by prior arrangement with the instructor. Since this represents almost 30% of the engagement time for the course, the student runs the risk of receiving a lower overall grade for the class. Faculty are encouraged to drop the course grade by a full letter grade in this situation. A student who misses three classes (or the equivalent two weeks for an online class) will automatically fail the course, unless the student drops the course before the seventh week of class. Students who drop a course will be held responsible for tuition, based upon the current North Park University refund policy outlined in the University Catalog.

STUDENTS with DISABILITIES

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact the SBNM program office (773-244-6270). Please do so as soon as possible to better ensure that such accommodations are implemented in a timely manner. For further information please review the following website: <http://www.northpark.edu/ada>.

Use of APA Publication Manual

The School of Business and Nonprofit Management (SBNM) has adopted the *Publication Manual of the American Psychological Association* (APA) as the standard and required format for all written assignments in SBNM courses.

Our goal in adopting the *APA Manual* is to enhance student learning by:

- 1) Improving student's writing skills.
- 2) Standardizing the required format of all written assignments in all SBNM courses.
- 3) Emphasizing the importance of paper mechanics, grammatical constructs, and the necessity of proper citations.
- 4) Holding students accountable for high quality written work.

If you are unfamiliar with the requirements of the *APA Publication Manual*, we recommend that you purchase the reference manual and/or that you consult one or more of the suggested resources as listed on the Student Resources section of the SBNM website. ***It is your responsibility to learn and ensure that all written work is formatted according to the standards of the APA Manual.***

SUPPORT SERVICES:

Please see the Course Information button in your course in Moodle for the Student Support document if you need assistance during your course.