

Course Syllabus

Course: *SBNM 5611 Advanced Marketing Management*

Academic Year: 2012/13 **Semester/Quad:** *Fall B*

Credit Hours: 2

Prerequisites: *SBNM 5610 - Marketing Analysis & Consumer Behavior*

Instructor: Deborah Popely

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Email: drpopely@northpark.edu

Availability:

Office Hours: 5:00p-6:00p on class days & by appt

Course Description:

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

Course Materials:

REQUIRED

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

Articles: As assigned posted on Moodle

Software: Marketing Plan Pro 9.0 software. Purchase this software directly from Palo Alto Software for \$62.95. You will be asked to prove that you are a student at NPU. Here is the link:
http://www.paloalto.com/specials/north_park_marketing

Essential IDEA Objectives:

Gaining factual knowledge (terminology, classifications, methods, trends).
Learning to apply course material (to improve thinking, problem solving, and decisions).
Learning how to find and use resources for answering questions or solving problems.

Specific Course Objectives:

This course is part of a two-course series designed to provide students with an overview of the field of marketing management. This overview is given 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 uses a mix of scholarly works and practical applications. Marketing management is 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.

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

- 1. Understand how a Marketing Plan would fit into a complete Business Plan for a product.*
- 2. Gather and assess information about customers' needs and buying patterns, and subsequently determine a product's value to potential customers.*
- 3. 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.*
- 4. Given information about a product line's history, assess market situation, industry and competition to make recommendations for future marketing decisions regarding the product.*
- 5. 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.*
- 6. Understand how various choices will affect customers, employees, competitors, shareholders, and the community.*
- 7. 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.

- 1. 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.*
- 2. Gather information about a product's cost structure and competition, analyze potential pricing alternatives and make a pricing recommendation.*
- 3. 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.*
- 4. 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.*
- 5. Gather information about the external environment and a product's features & benefits, and make recommendations regarding advertising, sales promotions, and public relations.*

Course Methodology: Assignments consist of readings, in-class discussions and an individual marketing plan development project. All assignments are due before the start of the weekly class session.

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. Please visit <http://www.northpark.edu/Campus-Life-and-Services/Information-Technology/Network/Minimum-Requirements> for information on computer requirements.

Schedule of Weekly Assignments:

Week	Date	Topic(s)	Assignments
1	10/22	Shaping the Market Offerings <ul style="list-style-type: none"> • Setting Product Strategy • Designing and Managing Services 	read before class <ul style="list-style-type: none"> ○ Chapters 12 & 13 ○ Assigned articles posted on Moodle
2	10/29	Shaping the Market Offerings (cont.) <ul style="list-style-type: none"> • Developing Pricing Strategies & Programs 	read before class <ul style="list-style-type: none"> ○ Chapter 14 ○ Assigned articles posted on Moodle Submit before start of class ○ Marketing Plan topic outline
3	11/5	Delivering Value <ul style="list-style-type: none"> • Designing and Managing Integrated Marketing • Managing Retailing, Wholesaling, & Logistics 	read before class <ul style="list-style-type: none"> ○ Chapters 15 & 16 ○ Assigned articles posted on Moodle
4	11/12	Communicating Value <ul style="list-style-type: none"> • Designing & Managing Integrated Marketing Communications • Managing Mass Communications: Advertising, Sales, Promotion, Events & Public Relations 	read before class <ul style="list-style-type: none"> ○ Chapters 17 & 18 ○ Assigned articles posted on Moodle Submit before start of class <ul style="list-style-type: none"> ○ Marketing Plan, Part 1 • Section 2 – Situational Analysis • Section 3 – Marketing Strategy • Section 7 - References
	11/19	NO CLASS – THANKSGIVING BREAK	
5	11/26	Communicating Value (Cont.) <ul style="list-style-type: none"> • Managing Personal Communications: Direct & Interactive Marketing, Word of Mouth & Personal Selling • Introducing New Market Offerings 	read before class <ul style="list-style-type: none"> ○ Chapters 19 & 20 ○ Assigned articles posted on Moodle
6	12/3	Creating Successful Long Term Growth (cont.)	read before class <ul style="list-style-type: none"> ○ Chapters 21 & 22 ○ Assigned articles posted on Moodle
7	12/10	Marketing Plan Review & Discussion	Submit before start of class <ul style="list-style-type: none"> ○ Marketing Plan, Part 2 • Section 4 – Marketing Mix • Section 5 – Financials • Section 6 – Controls • Section 7 – References (updated) • Section 1 – Executive Summary Teams present overview of marketing plan 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%
Marketing Plan Topic		20						20	10%
Marketing Plan Part 1				50					25%
Marketing Plan Part 2						50		50	25%
Marketing Plan Pres.							50	50	25%
Weekly Point Total	5	20	5	55	5	55	55	200	

Grade Mapping

Numeric Grade	Letter Grade	Numeric Grade	Letter Grade	Numeric Grade	Letter Grade
190-200	A	160-164	B-	135-139	D+
180-189	A-	155-159	C+	130 - 134	D
175-179	B+	145-154	C	121 -129	D-
165-174	B	140-144	C-	≤120	F

Student Responsibilities:

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:

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).

ASSIGNMENT SPECIFICATIONS

Assignment 1: 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.

Assignment 2: MARKETING PLAN

The purpose of this project is to develop a Marketing Plan for a product (goods or service). Teams will be formed during the initial class session. Ideally, each team will have three members. Think of yourselves as a marketing team who has been requested to prepare a marketing plan. The project should be built around the detailed model of the company's marketing strategy as presented in Chapter 2 of your textbook, using the Marketing Plan Pro (MPP) software as a guide. The project should be developed and submitted according to the timetable indicated earlier in the Schedule of Weekly Assignments.

Marketing Plan Topic Outline

Students will choose a topic for a marketing plan based on their own experience or from a list of approved subjects that will be posted on Moodle. You should submit a brief summary (preferably ½ page in length, but absolutely no more than 1 full page) describing the product or service you've selected for your marketing plan. Also, the summary should indicate what sources of information will be used to gather the product/service information needed for marketing plan. This summary should be a WORD file, submitted via Moodle. The purpose is to enable students to receive instructor feedback on your product selection and information collection strategy.

Marketing Plan Document

Do not create a new marketing plan from scratch, please use the skeleton marketing plans provided in the MPP Marketing Plan Pro software and can be purchased from Palo Alto Software for \$62.95. 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. **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 product types. 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.

Submitting Marketing Plan Assignments

The marketing plan is to be submitted in two segments, per the schedule given in the Schedule of Weekly Assignments. The marketing plan must be in .mpd format and submitted via the link provided in Moodle. **Only the file with the extension “.mpd” needs to be uploaded**, do not upload the .mpf file.

Rubric for Grading the Marketing Plan

Each submission will be evaluated according to the following criteria:

POINT VALUE	CHARACTERIZATION OF THE RESPONSE
0	No response
*	Significant grammatical and writing style issues will result in an overall grade reduction.
5 - 19	Demonstrates minimal grasp and understanding of the associated topics. Minimum detail for the assigned sections.
20 - 34	Content does not demonstrate strong understanding and application of the associated topics. Required sections completed in adequate detail.
35 - 45	Reflects a basic grasp of key marketing principles, and demonstrates understanding and application the associated topics. All required sections completed accurately, in adequate detail.
45 - 50	Discussion and explanations demonstrate strong grasp of key marketing principles, and depth of understanding of the principles being studied. All required tables, charts and graphs completed in sufficient detail.

Assignment 3: MARKETING PLAN - PRESENTATION

During week 7, each student will have the opportunity to present their marketing plan during class. This presentation must also be submitted via a link provided in Moodle. The file must be in POWERPOINT or PDF format. Presentations will be evaluated according to the following criteria:

Rubric for grading the Presentation

POINT VALUE	CHARACTERIZATION OF THE RESPONSE
0	No presentation submitted. No presentation given.
25-35	Presentation content incomplete and/or difficult to follow. Adequate presentation delivery.
36 -50	Thorough and concise presentation content. Good presentation delivery with strong connection to and engagement of audience

POLICY STATEMENTS

Academic Honesty

In keeping with our Christian heritage and commitment, North Park University and the School of Business and Nonprofit Management 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:

1. Plagiarism – the use of another’s work as one’s own without giving credit to the individual. This includes using materials from the internet.
2. Copying another’s answers on an examination.
3. Deliberately allowing another to copy one’s answers or work.
4. 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 online catalog.

In conclusion, it is our mission to prepare each student 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 Policy for Graduate Courses

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 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 policy outlined in the University Catalog (found on the NPU website).

Attendance Policy for Undergraduate Courses

Attendance and participation are vital. Thus, students are expected to attend every class session, and to arrive on time – tardiness is undesirable and disruptive to your fellow classmates. This course has a strict requirement of documented, advance notification. If you are unable to attend any class session, you are to inform me (preferably by email) **prior to** that session. You need to provide a reason for your absence. Failure to provide advance notification will result in an unexcused absence. Be advised that poor attendance can affect your grade adversely

APA Requirement

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 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.***

Students with Disabilities

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact your program's office (Business: 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>