Lives of Significance and Service
NORTH PARK UNIVERSITY CHICAGO

School of Business and Nonprofit Management

Course Syllabus

Course: *SBNM 5611 – Advanced Marketing Management – B12*
Academic Year: 2013/14 **Semester/Quad:** *Fall Quad B*
Credit Hours: 2
Prerequisites: *SBNM 5610*

Instructor: Paul T. Backlund

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Email: pbacklund@northpark.edu

Availability:

Please contact me via email. I will reply within 24 hours during the week and within 48 hours on weekends. Also, if necessary, telephone conversations can be requested (send email to request times).

Course Description:

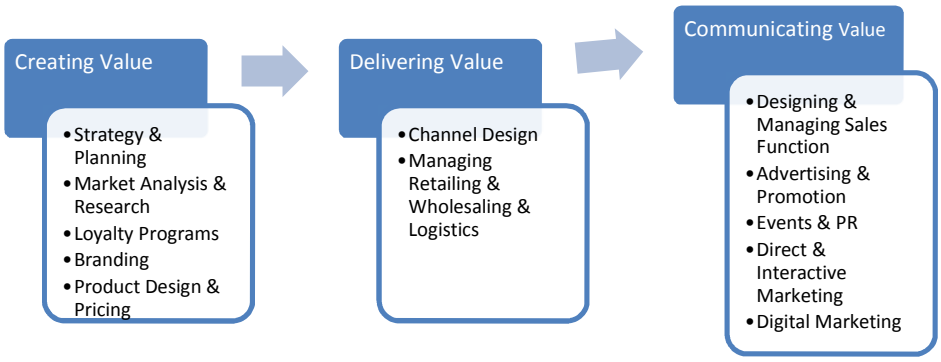
This course is part of a two-course series designed to provide students with an overview of the field of marketing management. This overview is given via a survey of the various responsibilities that comprise typical product/brand management roles in industry. The course uses a mix of scholarly works 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.

Introductory Comments:

Welcome to the course. I look forward to investigating marketing management with you!

This course continues the survey of marketing management which began in SBNM 5610. For those who just completed SBNM 5610, we'll pick up right where we left off last quad. For those who completed SBNM 5610 a while ago, or those who have waived SBNM 5610, you might want to review the first 11 chapters of the textbook as a refresher.

Marketing management is the process of *creating* customer value, *delivering* that value and *communicating* that value:



The topics covered in SBMN 5610 focused on "creating value." Here in SBNM 5611, we will wrap-up discussion of value creation and move on to "delivering value" and "communicating value."

Course Materials:

REQUIRED

Textbook(s):

Marketing Management (Prentice Hall 14th Edition)
Philip Kotler and Kevin Keller,
ISBN: 978-0-13-210292-6
(Note is the same that was used for SBNM 5610. Approximately ½ of the book is covered in SBNM 5611.)

Software:

Sales and Marketing Pro by Palo Alto Software

This software package is required for completion of the marketing plan project assignment in the course. This software, Sales and Marketing Pro, is provided by Palo Alto Software, Inc. at a discount for North Park students. You can purchase this software directly from Palo Alto Software for $59.00. You will be asked to prove that you are a student at NPU. Here is the link:
http://www.paloalto.com/specials/north_park_SMP

(Note, students with accessibility concerns should contact our Student Support Specialist through the following link: http://www.northpark.edu/ada)

Articles:

Articles from various business publications will be assigned via Moodle. Either a copy of the article, or a link to the article, will be posted.

OPTIONAL

There may be optional references or articles noted via Moodle.

Essential IDEA Objectives:

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

1. Learning fundamental principles, generalizations, or theories.
2. Learning to apply course material (to improve thinking, problem solving, and decisions).
3. Learning to analyze and critically evaluate ideas, arguments, and points of view.

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.

SBNM 5610 is a prerequisite to this course, so students entering this course will have previously demonstrated ability to:

- 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.
- Assess the relevance of ethical considerations on marketing decisions.

Upon subsequent successful completion of this course, SBNM 5611, students will have further ability to utilize information gathered through applied business research to develop a product Marketing Plan consistent with the product's 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.

Weekly Learning Objectives:

Week	Topic	At conclusion of this week, students will have:
1	**Shaping the Market Offerings** • Setting Product Strategy • Designing and Managing Services 	• Reviewed general product classifications & categories, and various product-mix structures • Examined options for differentiating products • Analyzed and discussed common strategies for creating product value • Explored differences between managing services vs. manufactured goods • Critiqued service practices of several best-in-class companies • Selected product for marketing plan project
2	**Shaping the Market Offerings (cont.)** • Developing Pricing Strategies & Programs	• Reviewed and evaluated common pricing strategies • Reviewed and discussed a generalized pricing process model • Translated core principles into application by

		preparing *vision & customer overview* sections of marketing plan
3	**Delivering Value** • Designing and Managing Integrated Marketing Channels • Managing Retailing, Wholesaling, & Logistics	• Examined the importance and role of marketing channels • Analyzed channel structures, design decisions and management strategies • Translated core principles into application by preparing *differentiation & strategy* sections of marketing plan
4	**Communicating Value** • Designing & Managing Integrated Marketing Communications • Managing Mass Communications: Advertising & Promotion, Events & Public Relations 	• Examined the importance of an integrated marketing communications approach versus less effective approaches • Critiqued use and effectiveness of mass communications • Translated core principles into application by preparing *innovation & materials* sections of marketing plan
5	**Communicating Value (Cont.)** • Managing Personal Communications: Direct & Interactive Marketing, Word of Mouth & Personal Selling **Creating Successful Long Term Growth** • Introducing New Market Offerings	• Critiqued use and effectiveness of personal communications • Reviewed processes and successful strategies for creating and introducing new products • Translated core principles into application by preparing *communications* sections of marketing plan
6	**Creating Successful Long Term Growth** • Tapping into Global Markets • Managing Holistic Marketing Organization	• Reviewed and discussed issues associated with global expansion • Explored socially responsible marketing and corporate social responsibility • Translated core principles into application by preparing *sales, service & timeline* sections of marketing plan
7	**Wrap-up** 	• Demonstrated application of core marketing principles via final discussion board • Translated core principles into application by preparing *financials and training* sections of marketing plan

Course Methodology:

The goal of a good management education program should be to give students the opportunity to *study and practice* the application of management theory. Just studying theory without the opportunity to practice the application of that theory is not very effective. Upon completing their business education, managers will be expected to be able to apply what they've learned to real-world business situations. Just as a doctor or scientist would not be unleashed into the world to practice their craft without first successfully demonstrating that they are able to apply their learning to real-world situations, so must an aspiring business leader

In this course, students will have the opportunity to apply all the marketing principles studied in the two course series (SBNM 5610 & SBNM 5611) to build a comprehensive marketing plan. The plan will be built piece by piece, by preparing segments of the plan on a weekly basis.

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.

Technical Skills Required:

A windows-based software package will be used to create the marketing plan. Students will need to be able to download and load this software onto their computers, and operate the software per the instructions provided by the software provider.

Schedule of Weekly Assignments:

Week	Date	Topic(s)	Assignments
1	Oct 21-27	Shaping the Market Offerings • Setting Product Strategy • Designing and Managing Services	• Read o Chapters 12 & 13 o Assigned articles posted on Moodle • **Assignments due** o Discussion Forum participation o Marketing Plan topic
2	Oct 28 - Nov 3	Shaping the Market Offerings (cont.) • Developing Pricing Strategies & Programs	• Read o Chapter 14 o Assigned articles and/or cases posted on Moodle • **Assignments due** o Discussion Forum participation o Completed Marketing Plan Sections: ▪ Section 1 – Marketing Vision ▪ Section 2 – Ideal Customer
3	Nov 4-10	Delivering Value • Designing and Managing Integrated Marketing Channels • Managing Retailing, Wholesaling, & Logistics	• Read o Chapters 15 & 16 o Assigned articles and/or cases posted on Moodle • **Assignments due** o Discussion Forum participation o Completed Marketing Plan Sections: ▪ Section 3 – Remarkable Difference ▪ Section 4 – Core Strategy
4	Nov 11-17	Communicating Value • Designing & Managing Integrated Marketing Communications • Managing Mass Communications: Advertising & Promotion, Events & Public Relations	• Read o Chapters 17 & 18 o Assigned articles and/or cases posted on Moodle • **Assignments due** o Discussion Forum participation o Completed Marketing Plan Sections: ▪ Section 5 – Product/Service Innovation ▪ Section 6 – Marketing Materials
5	Nov 18 – Nov 24	Communicating Value (Cont.) • Managing Personal Communications: Direct & Interactive Marketing, Word of Mouth & Personal Selling Creating Successful Long Term Growth • Introducing New Market Offerings	• Read o Chapters 19 & 20 o Assigned articles and/or cases posted on Moodle • **Assignments due** o Discussion Forum participation o Completed Marketing Plan Sections:

Week	Date	Topic(s)	Assignments
			▪ Section 7 – Web Plan ▪ Section 8 – Lead Generation Plan
Nov 27-Dec 1	**THANKSGIVING BREAK - NO CLASS ACTIVITY**		
6	Dec 2-8	Creating Successful Long Term Growth • Tapping into Global Markets • Managing Holistic Marketing Organization	• Read o Chapters 21 & 22 o Assigned articles and/or cases posted on Moodle • **Assignments due** o Discussion Forum participation o Completed Marketing Plan Sections: ▪ Section 9 – Lead Conversion Plan ▪ Section 10 – Service Experience ▪ Section 11 – Marketing Calendar
7	Dec 9-14	Wrap-up	• **Assignments due** o Discussion Forum participation o Completed Marketing Plan Sections: ▪ Section 12 – Critical Numbers ▪ Section 13 – Marketing Training Game

Grading:

There are 200 possible points in this course:

Activity	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	**Total Points**	Grade %
Discussion Forum	10	10	10	10	10	10	10	**70**	35%
Marketing Plan Topic	10							**10**	5%
Weekly Marketing Plan submissions		20	20	20	20	20	20	**120**	60%
Weekly Point Total	20	30	30	30	30	30	30	**200**	
Cumulative Points	20	50	80	110	140	170	200		

Grade Mapping:

Numeric Grade	Letter Grade	Numeric Grade	Letter Grade	Numeric Grade	Letter Grade
190-200	A (95-100%)	160-164	B- (80-82%)	<140	F (<70%)
180-189	A- (90-94%)	155-159	C+ (77-79%)		
175-179	B+ (87-89%)	145-154	C (73-76%)		
165-174	B (83-86%)	140-144	C- (70-72%)		

Assignment Grading Policies:

Assignments will be graded according to the rubrics given. Grades, and instructor feedback, will be posted in Moodle.

Please be aware that any late submission of an assignment will incur a penalty. A late submission which is received within 24-hours of the deadline will be assessed an automatic 10% point deduction, and a submission which is received 24-48 hours after the deadline will be assessed an automatic 20% point deduction. No submissions will be accepted over 48-hour past the deadline.

Student Responsibilities:

- Discussion forum participation and written assignments are required for this course. You cannot successfully complete this course without completing the weekly readings assignments. It is imperative that students complete the weekly assigned readings before participating in the discussion forums or beginning a written assignment.
- Assignments will be posted on-line. You will be asked to retrieve assignments from Moodle.
- Use proper "netiquette" (see A Guide to Netiquette in Course Information folder on Moodle).
- For a quick reply, it is best to communicate questions, concerns or issues via email. But, you may also contact me via phone.

Instructor Responsibilities:

As your instructor, I will:

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

ASSIGNMENT SPECIFICATIONS

Overview:

Assignments consist of readings, discussion forums and a marketing plan project. Due dates are indicated in the Schedule of Weekly Assignments and in Moodle.

The "week" begins on Monday and ends on Sunday. Unless otherwise stated, assignments are due by midnight on the Sunday during the week indicated.

WEEKLY ONLINE DISCUSSION FORUM

Threaded Discussion Requirements:

Weekly forum discussions open Monday of each week and close at midnight of the next Sunday. An initial set of questions will be posted. Each week you are required to post 3 times according to the following schedule:

- **You must post/respond to all the initial questions in the 1st post no later than Wednesday of each week.**
- **The second post must be no later than Friday of the week.**
- **The third post must be either Saturday or Sunday (before midnight).**

Participation in the discussion forum will be graded on a weekly basis according to the following criteria:

	9 - 10 points	7 - 8 points	0 - 6 points
Timeliness	The initial post created by Wednesday, allowing time for others to respond.	The initial posting created late.	Initial post not created or created after Friday of the week.

	9 - 10 points	7 - 8 points	0 - 6 points
Initial Response	Provides a thorough and insightful response to the prompt question(s).	Post partially answers the prompt question(s).	Does not address the prompt question(s).
Integration of Content (Initial & Reply Responses)	Reinforces course material or challenges interpretation of material, and does so in a concise manner. Any references to external sources provide references (URL link or page number in text) so others can follow the thought process.	Refers to lesson content but not integrated effectively.	Does not refer to key points with no evidence participant understands the key points. Or, is excessively long.
Reply Responses	Responds to the ideas presented in the original post and required number of responses posted.	Response are loosely related to the ideas of the original post, and/or less than the required number of responses posted	Responses do not relate to the original post, and/or less than the required number of responses posted
Constructive Comments (Reply Responses)	Is characterized by at least three of the following: a. supportive b. thought-provoking c. challenging d. reflective e. ties to course concepts	Is characterized by two of the following: a. supportive b. thought-provoking c. challenging d. reflective e. ties to course concepts	Response is one or none of the following: a. supportive b. thought-provoking c. challenging d. reflective e. ties to course concepts
Clear Writing	Organized, concise, grammatically correct, clearly written in understandable language.	Writing is adequate but may include inconsistencies or inaccuracies.	Writing is poor, unclear, disorganized or contains significant grammatical errors.

MARKETING PLAN PROJECT

Assignment Specifications:

The purpose of this project is to develop a Marketing Plan for a product (goods or service). Think of yourself as a marketing professional who has been charged with preparing 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 Sales and Marketing Pro (SMP) 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 Selection

Identify a product which will be the subject of your marketing plan. Submit a brief summary (preferably ½ page in length, but absolutely no more than 1 full page) describing the goods/service you've selected for your marketing plan. Be very clear as to whether the marketing plan will pertain to a single product or a product-line. And, also note whether this product is a global offering or whether the product is regionally specific. Explain why this good/service was selected, the parent company (and subsidiaries, if applicable) and indicate what sources of information you will use to gather the information needed for marketing plan. This summary should be a WORD file, submitted via Moodle.

The marketing plan will be developed **using a commercial software package**, which will generate the marketing plan outline and facilitate the creation of the plan document. The software package is Sales

and Marketing Pro by Palo Alto Software[1], which is provided at a discount for North Park students. **(Note that they do not support a MAC version of this product. In the past, student with MAC's utilized a WINDOWS emulator to run this software on their MAC's.)** You can purchase this software directly from Palo Alto Software for $59.00. You will be asked to prove that you are a student at NPU. Here is the link:
http://www.paloalto.com/specials/north_park_SMP (Note, students with accessibility concerns should contact our Student Support Specialist through the following link: http://www.northpark.edu/ada)

The software is downloadable directly from the company's website. The software 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

Submitting Marketing Plan Assignment

The marketing plan is to be prepared per the schedule given in the Schedule of Weekly Assignments. You will build the marketing plan by completing certain sections of the plan each week. And, note that each week, you will be responsible for incorporating any instructor feedback given from the previous week, as well as the newly assigned sections for that week. You will therefore input additional information into the same file each week.

The marketing plan file generated by Sales and Marketing Pro will have a ".dtmx" file extension. This is the file which you will submit each week via the link provided in Moodle.

Your marketing plan project will graded according to the following criteria:

Rubric for Grading Marketing Plan Topic

	9 - 10 points	7 - 8 points	5 - 6 points	< 5 points
Description	Clearly describes product and/or product-line chosen, its geographic focus, identifies the company and clearly indicates the information sources to be used.	Clearly describes product and/or product-line chosen, and adequately describes geographic focus, company and information sources.	Description of product and/or product-line are adequate, but the overall focus and/or information sources to be used are unclear	Product selection, geographic focus, company and/or information sources are not clear.
Clear Writing	Organized, concise, grammatically correct, clearly written in understandable language.	Writing is adequate.	Writing is adequate but may include inaccuracies, and/or some grammatical errors.	Writing is poor, unclear, disorganized or contains many grammatical errors.

Rubric for Grading Weekly Marketing Plan Submissions

	18 - 20 points	14 - 17 points	10 - 13 points	< 10 points
Content	Effectively references course content and properly applies principles to real-world situation outlined in case.	References course content but application of principles is only partially appropriate for the particular case situation.	References course content but principles not correctly applied, or unfitting to case situation.	Does not refer to course content. Little or no application of course principles.

[1] Palo Alto Software designs products which incorporate the principles of Universal Design for Learning. Their products have been approved for use by a number of government agencies. See their website for more information: http://www.paloalto.com/products/solutions/government/

	18 - 20 points	14 - 17 points	10 - 13 points	< 10 points
Consistent Thread	Newly submitted section(s) **build upon previous foundation very well** and **clearly** demonstrate grasp of inter-relationship with previously submitted sections	Newly submitted section(s) **moderately build** upon previous foundation and **adequately** demonstrate grasp of inter-relationship with previously submitted sections	Newly submitted section(s) **partially** demonstrate grasp of inter-relationship with previously submitted sections	Newly submitted section(s) **do not** demonstrate grasp of inter-relationship with previously submitted sections
Depth of Analysis	Thorough and concrete analysis. Discussion, conclusions and recommendations demonstrate strong grasp of course content and principles studied in this course.	Solid analysis, sufficient depth. Conclusions and recommendations follow directly from stated rationale.	Adequate analysis, adequate depth. Conclusions and recommendations are unclear or questionable, and/or do not correctly apply principles studied in this course.	Poor analysis. Insufficient depth, no conclusions drawn or rationale is questionable.
Clear Writing	Organized, concise, grammatically correct, clearly written in understandable language.	Writing is adequate.	Writing is adequate but may include inaccuracies, and/or some grammatical errors.	Writing is poor, unclear, disorganized or contains many grammatical errors.

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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/Campus-Life-and-Services/Disability-Resources