

Course Syllabus

SAN JOSE STATE UNIVERSITY

College of Business

Department of Marketing and Decision Sciences

Marketing Management

Dr. Kenneth C. Gehrt
BT562

BUS139

SPRING 2018

408.924.3534

kenneth.gehrt@sjsu.edu

OFFICE HOUR CONSULTATIONS:

T, R 7:30-8:45

REQUIRED READINGS:

--Kotler, Keller (2016), A Framework for Marketing Management, Pearson.

(You can obtain the eText for BUS2 139 for \$43.99 here)

<http://www.mypearsonstore.com/bookstore/framework-for-marketing-management-subscription-9780133871517?xid=PSED>

--Cadotte, Ernie (2016), Marketplace: Advanced Strategic Marketing (simulation) (Game ID: ?????). **Do not purchase until I assign teams.**

CANVAS:

Copies of course materials such as syllabus, simulation tips, handouts, and other materials can be found on Canvas:

<https://sjsu.instructure.com/>

You are responsible for regularly checking the Canvas messaging system to stay abreast of course activities.

COURSE OBJECTIVE:

The course objective is to thoroughly investigate the broadly defined topic of marketing management from a strategic perspective. Marketing management concepts will be analyzed as will their strategic implications. Our focus will not be limited to marketing management that involves "tangible products"; rather, we will consider purveyors of services as well as products. Most concepts developed in the context of product apply to services although terminology may differ somewhat. We are concerned, not only with the assimilation of concepts, but also with the development of critical thinking skills. Thus, whenever possible we will attempt to identify 1) the potential for application and/or 2) the actual application of the concepts with respect to marketing strategy and tactics. This should provide insight regarding how to fine-tune a marketing program in order to effectively satisfy consumer needs.

CLASSROOM FORMAT:

Your command of the marketing management material and the development of critical thinking skills will be facilitated in the context of 1) online lecture/discussion activities and 2) the strategic simulation. Online lectures will generally do one or more of the following: 1) further explain material from the text, 2) provide examples of concepts covered by the text, and/or 3) provide pertinent material which goes beyond the scope of the text. The marketing simulation provides a meaningful opportunity in which to develop your strategic and tactical abilities and demands that substantial energy be devoted to critical-thinking. I encourage you to ask questions and to make comments. The simulation will provide exposure to actual

strategic decision-making involving product, price, promotion, and distribution marketing decisions and manufacturing and other operations decisions via preparatory material as well as the decision-making/feedback itself.

GRADING POLICY:

Exam 1	30points
Exam 2	30points
Quizzes	30points
First Simulation Strategy Paper	10points*
Simulation Intermediate Performance	15points*
Second Simulation Strategy Paper	10points*
Simulation Final Performance	25points*
Simulation Group Presentation	10points*
Participation	<u>20points</u>
Subtotal	180 points
Dropped 30 point score	<u>-30 points</u>
Total	150 points

Of the 30 point grade components (Exam 1, Exam 2, Quizzes), the lowest will be automatically dropped.

* = group score if contributor

Participation is affected by your simulation and classroom participation. Be sure to maintain an active profile throughout class and for the simulation and be prepared for the simulation by carefully reviewing simulation results before allocated classroom time.

ACADEMIC INTEGRITY

Students are encouraged to share intellectual views and discuss freely the principles and applications of the course materials. However, graded exercises must be executed independently, except where noted. This course operates under the SJSU academic code as described in the SJSU Catalog.

http://www.sa.sjsu.edu/download/judicial_affairs/academic_integrity_policy_S07-2.pdf

SIMULATION

The simulation provides you with the opportunity to apply your marketing management skills and knowledge across a broad spectrum of decision areas. The large number of interrelated decisions you will make are probably best managed by organizing/specializing within your group. But although specialization is recommended, coordination is absolutely essential to achieve success. Decisions made in isolation are likely to result in unsatisfactory performance indices since product, promotion, distribution, price, and other decisions are interrelated as is the need to balance the amount of resources devoted to tactical versus strategic initiatives. Thus, each team member is best served by knowing about everything else that is going on. I will apprise you of critical issues that customarily arise as the simulation progresses as well as critical issues unique to the evolution of the simulation that you are currently playing. I will also provide time in class to consult with each team.

1st Strategy Paper

The first strategy paper should provide a roadmap for Q3 – Q5. The focus should be on

strategic decisions such as new segments, new products, new cities, plant expansion, changeover R&D, and new product feature R&D and documentation of how data will drive your decisions in these areas. Funds must also be taken into account; therefore, funds projections related to sales forecasts/revenue are also important. The choice of new R&D/technology investment is shaped by many factors including the segments that teams plan to pursue in the future and the moves that competitors have made and are expected to make. Both current and projected future financial status will determine whether a team is able to effectively pursue R&D investment for high-end segments and many other critical decisions with limited resources. Since the menu of strategic expenditures and fund sources does not expand substantially until Q6, you may also make mention some key tactical decisions, space permitting. This could include decisions such as advertising design and expenditure, product design, sales force allocation, pricing, and manufacturing operations, but need not include all of them. The paper is limited to 4 pages (double-spaced, 11-point Times New Roman, 1-inch margins top, bottom, left, right).

Simulation Performance

Teams can earn up to 40 points for their simulation performance. Points are determined by factoring your “cumulative overall performance” points with regard to your performance compared to the other teams.

Up to 15 points can be earned for your cumulative balanced score after period #5 and up to 25 points can be earned on the basis of your cumulative balanced score after period #8.

2nd Strategy Paper

The second strategy paper should provide a roadmap for quarters 6-8. Strategic decisions such as new segments, new products, new cities, plant expansion, changeover R&D, new product feature R&D, and documentation of how data will drive your decisions in these areas should be covered. Funds must also be taken into account; therefore, funds projections related to sales forecasts/revenue, loans, and licensing income are important. Decisions for Q6-Q8 are crucial decisions since teams continue to make strategic investments. The choice of new R&D/technology investment, in particular, is shaped by many factors including the segments that your team plans to pursue in the future and the moves that competitors have made and are expected to make. Both current and projected future financial status will determine whether your team is able to effectively pursue R&D investment for high-end segments, as well as many other critical decisions, with limited resources. The paper is limited to 5 pages (double-spaced, 11-point Times New Roman, 1-inch margins top, bottom, left, right).

Presentation

Teams can earn up to 10 points for their simulation presentation. It is possible to earn maximum points on the presentation without earning maximum points on performance. The corollary, maximum performance points do not ensure maximum presentation points. Presentations may be no longer than 10 minutes so you will have to be concise.

Teams should focus on a post mortem of final results including critical successes and mistakes and what could have been done differently and how. A period-by-period recount of what was done is likely to be inadequate. Included in the presentation should be an explanation of how data could have been used more effectively to enhance performance.

Participation

Be sure to maintain an active profile for all periods of the simulation with respect to the decision-making activities for simulation itself, pre- meeting preparation for those decisions, and all the related assignments. Also maintain an active profile with respect to non-simulation class activities. Participation points are earned the same as all other points—20 points is not the default.

COMPLIANCE

If you need course accommodations, please contact me as soon as possible. Presidential Directive 97-03 requires students with disabilities who request accommodations to register with the DRC.

<http://www.sjsu.edu/drc/>

STUDENT TECHNOLOGY RESOURCES

For students with campus access, computer labs are available on the 2nd floor of the Student Union, 1st floor of Clark Hall, and in BBC. Media equipment is available for checkout from IRC 112.

LEARNING ASSISTANCE CENTER

Room 600 in the Student Services Center provides support services such as skills assessment, tutorials, subject advising, and basic skills development.

<http://www.sjsu.edu/writingcenter/>

SJSU WRITING CENTER

Clark Hall 126 is staffed by professional instructors and upper-division and graduate writing specialists who can assist students to become better writers.

<http://www.sjsu.edu/writingcenter/>

TECHNICAL HELP

For technical help, you can access any of the following resources:

SJSU Information Technology Support Services (ITSS) help desk: Password resets, log-in issues, email support, account requests: <http://www.sjsu.edu/at/hd/support/>

Canvas: <http://www.sjsu.edu/at/ec/canvas/index.html> or <http://guides.instructure.com/>

Calendar

<u>Week of</u>	<u>Chapter</u>	<u>Topic</u>	<u>Assignment</u>
1/22	1	Defining Marketing	
1/29	1	Defining Marketing	Buy simulation license; sign into group Read simulation manual
2/5	2	Strategic Planning	Read simulation manual
2/12	3	Marketing Environ	Q1 due, 2/15, 9:00pm
2/19	4	Marketing Info	Q2 due, 2/22, 9:00pm
2/26	5	Consumer Behavior	1 st Strategy Paper due, 3/1, 9:00pm
3/5	6	Segment, Target	Q3 due, 3/8, 9:00pm
3/12	8	Branding	Q4 due, 3/15, 9:00pm
3/19	8	Branding	Q5 due, 3/22, 9:00pm
		Exam #1	

3/26		SPRING BREAK	
4/2	9	New Product	2 nd Strategy Paper due, 4/5, 9:00pm
4/9	11	Pricing	Q6 due, 4/12, 9:00pm
4/16	12	Pricing	Q7 due, 4/19, 9:00pm
		Channels	
4/23	13	Channels	
		Physical Distribution	
4/30	14	IMC	Q8 due, 5/3, 9:00pm
		Mass Comm	
5/7	15	Simulation Presentations	
Exam Week			Exam #2

Calendar subject to change