

**GraduateSchool of International Policy and Management**

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**COURSE SYLLABUS – Fall 2019**

**MBAG 8571A: Marketing Management, 2.0 credits**

**Aug 26-Oct 16/1200-1350 M/MRSE A101**

**Dr. Don Sciglimpaglia/Visiting Professor of Marketing**

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**831-647-6426**

**Office Hours: 1100-1200 M**

COURSE DESCRIPTION

Management of the marketing function for a firm or organization. This foundation course includes understanding who, why, how, when, and where people and enterprises seek to satisfy their needs, interests and wants through buying and consumption of products and services, the identification and validation of market opportunities for fulfilling those desires, the development of products and services to do so, and taking those products and services to market through channels of supply, promotional programs and determination of pricing. It provides a foundation to these decisions and tools that are necessary for managers to do marketing planning and program selection and implementation, and covers such areas as a) creating product concepts and the development of value propositions, b) market segmentation and targeting, c) brands and brand equity, d) the use and value of marketing research, and e) the development and use of marketing plans. It is a fast-paced, rigorous case-discussion-based course involving actual case situations and decisions from business enterprises and organizations.

COURSE OBJECTIVES

The purpose of the course is to:

* Introduce students to concepts, theories and decision-making techniques and tools in business functions to solve management problems in marketing. (LO 1,2,3)
* Have students demonstrate the ability to think holistically, conceptually and strategically (LO 4)
* Familiarize students with the various mechanisms of marketing activities, (LO 1,2,3)
* Provide students with an understanding of differences in marketing activities in the United States and elsewhere around the world, (LO 4,6)
* Assist students in being able to convey information and ideas effectively in business professional context, (LO 9,10)
* Have students develop the skills necessary to evaluate the marketing performance of a company or organization. (LO 4,5)

TEXTBOOKS AND OTHER MATERIALS

Required Text: Iabobucci, Dawn, Marketing Management, 5th ed, 2018, Cengage Learning

We will use the online “MindTap” version of the text which includes video links –

<https://www.cengage.com/dashboard/#/course-confirmation/MTPQQX8NXWZF/initial-course-confirmation>

METHODOLOGY AND POLICIES

The course will be based on the lecture and case methods and will be participative in design. Hence, it is expected that each student will have read the assigned material and or case and be prepared to discuss them and answer related questions in class. Since a large part of the class will be geared toward the discussion of class material and cases, everyone is expected to have read the assigned materials and be ready to discuss them in class. Discussion and individual contributions are encouraged, expected, and indeed count toward your final evaluation. Poor attendance or lack of active involvement will result in a significant lowing of the participation component of your grade.

To effectively participate in a case assignment or classroom discussion, you should be able to accomplish one or more of the following: demonstrate your understanding of class materials or a case by showing knowledge of key facts; show how to analyze and evaluate a given situation; present creative solutions or alternatives during class discussion; present additional material not contained in the case or class material; and assist in clarifying or settling a discussion.

ACADEMIC CONDUCT

All students will be held to all policies and procedures listed in the most current Policies and Standards Manual (PSM).  This includes but is not limited to our Student Honor Code and regulations on plagiarism.  A complete copy of the Policies and Standards Manual (PSM) can be found here: <http://www.miis.edu/offices/records/policies>

Plagiarism: Use of external material, in part or in its entirety, without proper citing or attribution is considered a form of plagiarism.

Self-Plagiarism: Re-use of a student’s work, in part or in its entirety, for another course without the express permission of the course instructor may be considered a form of plagiarism.

REQUIREMENTS AND GRADING

Your grade will be based on the following performance criteria:

* Written Project 50%
* Case Analysis/Discussion 25%
* Class Participation/Involvement 25%

TOTAL 100%

**Written project:** Pick a company, strategic business unit or product. Assess the business environment, competitive environment and market environment. Describe and analyze the marketing strategy and implementation. Plan on approximately 20 pages plus exhibits and references.

*Nota Bene: Class participation/involvement does not equal attendance but is a notable contribution to class discussions beyond mere physical presence in the classroom.*

For information on standard MIIS Grading Policies, please refer to the [Policy and Standards Manual](http://www.miis.edu/offices/records/policies) .

POLICY FOR STUDENT DISABILITY ACCOMMODATIONS

*Students with documented disabilities who believe that they may need accommodations in class are encouraged to contact Assistant Dean of Student Services, Ashley Arrocha, as early in the semester as possible to ensure that such accommodations are implemented in a timely manner. Assistance is available to eligible students through the Office of Student Services. Please contact* *aarrocha@miis.edu* *or 831-647-4654 for more information. All discussions will remain confidential.*

SCHEDULE AND WEEKLY ASSIGNMENTS

Week 1 -- M 8/26, W 8/28

Topic or Theme: Course Introduction

Assignments/Readings: Ch1

Video Case: Southwest Airlines

Mini Case: How to Design an Attractive Website

MIIS Company Research Resources (Library)

Week 2 -- M 9/2 – Labor Day, W 9/4

Work on research paper

Week 3 -- M 9/9, W 9/11

Topic or Theme: Focus on Consumer Behavior

Assignments/Readings: Ch 2, 14

Video Case: Scholfield Honda, 3DTV

Mini Case: Happy Global Customers

Week 4 -- M 9/16, W 9/18

Topic or Theme: Segmentation, Targeting and Positioning

Assignments/Readings: Ch 3, 4 and 5

Video Case: Raleigh Wheels, NUMI Organic Tea

Mini Case: Health Care Tourism, Good Bite, Positioning Fast Food

Week 5 -- M 9/23, W 9/25

Topic or Theme: Product and Services Planning

Assignments/Readings: Ch 6, 7 and 8

Video Case: Kodak, Method, SmartCar

Mini Case: Volta Financial, GMD, Wild Foods

Week 6 -- M 9/30, W 10/2

Topic or Theme: Pricing and Distribution

Assignments/Readings: Ch 9 and 10

Video Case: Washburn Guitar, Taza Chocolate

Mini Case: Personal Brand Management, Starbucks Fair Trade

Week 7 -- M 10/7, W 10/9

Topic or Theme: Promotion

Assignments/Readings: Ch 11, 12 and 13

Video Case: Ogden Publications,

Mini Case: Celeb Relief, Google PageRank

Week 8 -- M 10/14, W 10/16

Topic or Theme: Strategic Planning and Marketing Plans

Assignments/Readings: Ch 15, 16 and 17

Video Case: LSPMA, BluDot, White Rock

Mini Case: How to Watch Movies, Jeeves

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Written project paper due