

MBA 514, Marketing Management, Section 900 – Fall 2008 Syllabus
Rich Hall, Room 324, Tuesday/Thursday 9:35 – 10:55 p.m.

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Course Pre-requisites

Pre-requisites for registration are Principles of Accounting MBA 501, Principles of Economics MBA 502, Principles of Management, MBA 503, and Quantitative Analysis, MBA 504. Students without adequate academic background should not remain in this course.

Course Objectives

This course is designed to give students who have a general knowledge of business an introduction to marketing management. The course employs a case study method supplemented by articles and brief lectures on marketing principles. It covers those elements of marketing management strategy controllable by the firm, such as selection of markets, products, pricing, promotion and distribution, and the environmental factors which are not controllable but must be accommodated, such as ethical, political/legal, socio-cultural, economic, technological, demographic diversity, and competitive influences. It deals with the role that marketing plays in an organization and how it fits in with the other functional parts of an organization. The course is based on the case method and focuses on issues with no clear-cut solutions which provide students with experiential learning opportunities.

Required Materials

Required Text, " A Preface to Marketing Management," 11th Ed., by J. Paul Peter and James H. Donnelly, Jr., along with a packet of case studies available from SUNY Oswego Bookstore and Kraffees Bookstore. Harvard Business Review (HBR) articles must be retrieved by students from Pennfield library holdings.

List of Cases

#	Case Title	Order Number
1	Four Products: Predicting Diffusion(2006)	9-502-050
2	Oscar Mayer: Strategic Marketing Planning	9-597-051
3	Burberry	9-504-048
4	Innovation at 3M Corporation (A)	9-699-012
5	Snapple	9-599-126
6	Coca-Cola (A): The Rise and Fall of H. Douglas Ivester	9-800-355
7	Biopure Corporation	9-598-150
8	Marvel Enterprises, Inc	9-505-001
9	Hilton HHonors Worldwide :Loyalty Wars	9-501-010
10	Nestle Alimentana S.A.	9-590-070
11	Lenovo: Building A Global Brand	9-507-014

List of Articles

#	Title of Article	HBR Reference
1	Customer Value Propositions in Business Markets, by Anderson et al	HBR March 2006
2	Rediscovering Market Segmentation, by Yankelovich and Meer	HBR February 2006
3	Selling to the Moneyed Masses, by Nunes, Johnson & Breene	HBR July 2004
4	Connect and Develop: Inside Procter & Gamble’s New Model for Innovation, by Huston and Sakkab	HBR March, 2006
5	Getting the Most Out of Advertising and Promotion, by Abraham & Lodish	HBR May 1990
6	Strategy & Society:by Porter and Kramer	HBR December 2006
7	What Is the Right Supply Chain for Your Product? by Fisher	HBR March 1997
8	How Do You Know When the Price Is Right? by Dolan	HBR September 1995
9	The One Number You Need to Grow, by Reichheld	HBR December 2003
10	How Global Brands Compete by Holt, Quelch and Taylor	HBR September 2004

Course Outline

The course will consist of two parts, a review of marketing principles for the benefit of those who have not had an introductory marketing course, supplemented by an emphasis on case studies and discussion and application of principles. The review part of the course will be based upon the text, "A Preface to Marketing Management, 10th Ed.," by J. Paul Peter and James H. Donnelly, and will also review the use of case study analysis which forms the major part of the course. Two exams will be given to test individual knowledge of the text. There are eleven cases and ten articles for which written analyses must be submitted prior to their discussion in class. Written assignments are all group assignments but each student is expected to be prepared to discuss all assignments in class. During the semester each team will be assigned to give a presentation of two cases and to lead a class discussion of issues raised by the cases. However, each team will also provide a write-up of all cases containing an analysis of the case situation and responses to the case questions raised by the instructor. Teams who are not presenting must be prepared to respond to case questions when called upon by the presenters and to engage in the class discussion. There will also be ten written assignments consisting of critiques of assigned articles which will also be discussed in class. **Note: No written assignments will be accepted after the due date.**

Student Requirements

Preparation

Students are expected to have read ahead in the text and materials before each class and to be prepared to discuss the topics according to the schedule in this syllabus. Being present is a necessary but not sufficient condition for participation. A large part of the learning experience in this class will come about through interaction with the instructor and with other students in class. Since most of the grade for this course will be earned through group projects and participation, it is essential that groups develop good means of communicating with each other and with the professor. Work should be shared equally. Participation grade points amount to 5% of the course grade and will be measured by attendance and by the instructor's evaluation.

Written Assignments

All written assignments should be submitted with a cover sheet containing the Title of the assignment, Team Number, Author(s), the Date, the Class Number and Instructor's Name. The text should be written in Times New Roman 12-point type, double-spaced, with page numbers, using Microsoft Word.

Group Exercises

Group membership will be randomly assigned by the instructor and case presentation schedules will be determined by lottery. Teams will prepare and sign a formal Team Charter describing how and when they will communicate, meet, plan and assign responsibility for activities. Each group will set up a three-ring binder divided into **three sections**. The **first section** will contain a copy of the Team Charter and a record of each team meeting. The **second section** will consist of graded case study papers and articles, and the **third section** will contain peer evaluations of group members' contributions. **Binders are due to be handed in on 12/11/08.**

Case Studies

There will be eleven case studies. Teams will be responsible for oral presentation and leadership of the class discussion of cases except for the first which will be led by the professor. At the end of class, each team must hand in a written paper containing their analysis of **each case** and their answers to the case questions. There is usually no one right answer to case study questions. However, any opinions expressed must be backed up by sound reasons. Unfounded assertions do not count as analysis. Written papers will be worth 50 Points. Case study write-ups will be graded as follows: Content, 45 Points; Organization/Layout 3 Points; Spelling/Grammar, 2 Points.

Presentations should be in PowerPoint format. Presenters should dress professionally. The grade for each team member will be weighted according to their contribution to the presentation. Six slides per page handouts of the presentations should be submitted with the case write-up. Presentations will each be worth 50 Points and will be graded as follows: Content 40 Points, Clarity 5 Points, and Visual Appeal 5 Points.

Critiques of Articles

Article critiques should include a summary of the article and answers to set questions should demonstrate an ability to discuss the subject matter in the student's own words and not simply regurgitate the author's text. Students must give reasons for the opinions they express which can be drawn from course materials or prior experience.

Class Participation

Class participation is worth 5% of the grade and is measured by the professor by attendance and relevant contribution to class assignments and discussions. Peer evaluations will be used to weight individual grades for group assignments.

Student Evaluation

Group Case Presentations (2)	100 Points
Group Case Write-ups (11)	550 Points
Group Article Write-ups (10)	200 Points
Exams (2)	100 Points
Class Participation	50 Points

Total 1000 Points

Grades : A \geq 90%, B \geq 80%, C \geq 70%, D \geq 60%, F < 60%

Course Expectations

Standards of Behavior

Students are expected to behave in a courteous manner towards each other and to the instructor. This includes refraining during class from eating or drinking, personal conversations, use of telephones, or other behavior which distracts from and disrupts class learning activities. Use of Laptops during class is prohibited. The instructor reserves the right to exclude any student who disrupts class activities. **Eating or drinking in classrooms is prohibited.**

Attendance

Case study learning demands active participation by each students in the learning process as does team membership. Attendance is expected at all classes and a record of attendance will be kept. Unexcused absences will result in the student being dropped from the class. Students who are unable to attend due to a valid emergency situation or who notify the instructor of their planned absence **in advance of class** will be excused. Students who miss the first three classes will be dropped. Students who fail to attend at least 80% of the classes **for any reason** will be dropped.

Academic Integrity Policy

Intellectual honesty is a mandatory requirement. Examples of dishonesty include plagiarism (submitting another's work as one's own), unauthorized collaboration on assignments between groups, use of cheat sheets on closed book exams or tests, buying or selling papers and exams, personal misrepresentation, submitting the same work for credit in different courses, falsifying or fabricating data, etc. If any students are in doubt about whether their contemplated actions violate the policy, they should consult with the instructor prior to undertaking such actions. Instances of dishonesty will automatically result in zero credit for the assignment for those involved. Severe offenses will result in an "F" for the course and may also incur disciplinary penalties. The professor will write a letter to violators describing the offense and the instructor's disposition of it and a copy will be placed in the student's academic record file. Students may appeal the professor's disposition of the offense to the Department Chair and to the Dean's Office.

Add/Drop Process and Course Withdrawal Policies

It is the responsibility of students to be fully informed of the college catalog policies regarding course add, drop, and withdrawal. The instructor reserves the right to drop any student for poor attendance as defined above.

Learning Disability

Students with a disabling condition that might interfere with their ability to complete this course successfully should contact the instructor or the Office of Disability Services (Telephone 312-3358) as soon as possible. Special consideration must be authorized by the Office of Disability Services.

MBA 514 Class Schedule – Fall 2008 – T/Th 9:35 – 10:55 Rich Hall 324 – Professor Ian D. H. Cuthill

#	Date	Subject	Assignment
1	08/28/08	Group Selection, Introductions, Syllabus, Handouts	Professor
2	09/02/08	Chapter 1, Strategic Planning	Professor
3	09/04/08	Portfolio Models, pp 21-24, Case Study Methods, pp 204-216	Professor
4	09/09/08	Ch. 2, Market Research Team Charters Due	Professor Groups
5	09/11/08	Ch 3, Consumer Behavior Hand in VALS Survey	Professor Students
6	09/16/08	Ch 4, Organizational Buying Article 1: Customer Value Propositions in Business Markets	Professor Groups
7	09/18/08	Ch 5, Segmentation Article 2: Rediscovering Market Segmentation	Professor Groups
8	09/23/08	Ch 6, Product Strategy Article 3: Selling to the Moneyed Masses	Professor Groups
9	9/25/08	Ch 7, New Product Development Article 4: Connect and Develop: Inside Procter & Gamble's New Model for Innovation	Professor Groups
	9/30/08	Rosh Hashanah	
10	10/02/08	Exam 1, Chapters 1 – 7, Peter & Donnelly, 11th Ed.	
11	10/07/08	Case 1: Four Products: Predicting Diffusion	Professor/Groups
	10/09/08	Yom Kippur	
12	10/14/08	Ch 8, Integrated Marketing Communications Article 5: Getting the Most Out of Advertising and Promotion	Professor Groups
13	10/16/08	Case 2: Oscar Mayer: Strategic Marketing Planning	Groups
14	10/21/08	Ch 9, Sales Management Article 6: Strategy & Society	Professor Groups
15	10/23/08	Case 3: Burberry	Groups
16	10/28/08	Ch 10, Distribution Strategy Article 7: What Is the Right Supply Chain for Your Product	Professor Groups
17	10/30/08	Case 4 Innovation at 3M Corporation	Groups
18	11/04/08	Ch 11 Pricing Strategy Article 8 How Do You Know When the Price Is Right?	Professor Groups
19	11/06/08	Case 5 Snapple	Groups
20	11/11/08	Ch 12 Marketing of Services Article 9: The One Number You Need to Grow	Professor Groups
21	11/13/08	Case 6: Coca-Cola (A): The Rise and Fall of H. Douglas Ivester	Groups
22	11/18/08	Ch 13, Global Marketing Article10: How Global Brands Compete	Professor Groups
23	11/20/08	Case 7: Biopure	Groups
24	11/25/08	Case 8: Marvel Enterprises, Inc	Groups
	11/27/08	Thanksgiving Holiday	
25	12/02/08	Case 9: Hilton HHonors Worldwide :Loyalty Wars.	Groups
26	12/04/08	Case 10: Nestle Alimentana S.A.	Groups
27	12/09/08	Case 11 Lenovo: Building A Global Brand.	Groups
28	12/11/08	Wrap up review and Hand in Binders	
	12/18/08	Exam 2, Chapters 8 – 13 , 8:00 – 10:00	

*Schedule may be changed at Professor's discretion