658.24
MARKETING MANAGEMENT
SUMMER 2016

Day/Class time: Thursday's 6:00 to 10:00 p.m.
Location: West LA Campus

Professor's Name: Kimber Maderazzo
Cell Phone # 310-801-1893
E-mail address: kimber.maderazzo@pepperdine.edu

COURSE DESCRIPTION
Marketing management analyzes the environment relevant to the creation and distribution of goods and services. This environment includes the global, ethical, political, social, legal, and regulatory issues. This course examines buyer behavior (business and consumer), market research, and marketing information from a managerial perspective. Also included is the analysis of product pricing, marketing communications and distribution decisions in market planning and marketing program implementation. Emphasis is placed on the practical application of marketing concepts to business problems (real and case) as well as the students’ current employment experiences. This course will have an E2B component.

COURSE OBJECTIVES
Define, understand, and apply key marketing concepts, e.g., segmentation, positioning, targeting, marketing mix
- Analyze the organization’s current market situation (“micro and macro”)
- Develop and evaluate alternative marketing strategies
- Formulate a marketing plan with justifiable and actionable recommendations
- Present recommendations concisely and persuasively both orally and in writing

How E2B works
During the first-class period, the company executives will present to you information on their organization, industry and specific business challenge. Your class will divide into four- to five-person “consulting teams” to research, analyze and address the assigned company’s specific challenge. Half way into the trimester, the company executives will return to your class for a “mid-point meeting” with each of the individual teams. At the end of the project, you will present your recommendations in class to the senior executives of the company.

Participating Companies
As our MBA candidates have diverse business backgrounds and career goals, we carefully select participating companies, to ensure diversity of industry, range of size, engagement of
management and learning applicability of the business challenge. In advance of the class, GSBM works directly with the partnering company executives to identify strategic problems or opportunities confronting the organization that can be built into curriculum relevant MBA level projects. Best efforts are made to pre-screen class registration lists for (FEMBA) student employer conflicts of interest prior to assigning a company project to a class.

**Project Teams**

A large part of the work for this class will be accomplished through teamwork. Teamwork allows for more research, insight from multiple perspectives, and the ability to build on and expand individual contributions. You will find that teamwork is commonly used in marketing, because of the creativity, analytical skills, and time required for marketing decision-making. *Peer evaluations will be used as a component of the final grade to properly reflect the actual contribution of each individual to the project.*

During the first class session, you will divide yourselves into teams consisting of 4 to 5 classmates (depending on the class size). Since you will be working very closely with your team members, make sure you are in a team that is compatible with your needs. Consider the following when you are choosing your team:

1. Logistics such as work and home locations and schedules.
2. Ambitions, ability levels and work styles should be consistent.
3. Personalities
4. It is often helpful to have a variety of business disciplines
5. If you sense a problem that you feel cannot be resolved indicate politely but **immediately** that you would like to be moved to another group. **Requests to move to another group will only be considered during the first three class periods.**

**TEXTS AND COURSE MATERIALS**

**Required:** Philip Kotler, *Marketing Management* 15/e, ISBN ISBN-10 0133856461 (ebook also available, ISBN-10 0133856631) Textbooks can be ordered online or may be rented

We will use business cases from Harvard Business School in class. The cases can be directly ordered online from HARVARD BUSINESS SCHOOL PUBLISHING

Coursepack link: [http://cb.hbsp.harvard.edu/cbmp/access/49004872](http://cb.hbsp.harvard.edu/cbmp/access/49004872)

**PLEASE PURCHASE ALL CASES BEFORE THE FIRST NIGHT OF CLASS TO ENSURE AVAILABILITY.**
GRADING

The grades will be weighted as follows (in points):

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly Quiz</td>
<td>10</td>
</tr>
<tr>
<td>Class Participation</td>
<td>20</td>
</tr>
<tr>
<td>Case Studies</td>
<td>25</td>
</tr>
<tr>
<td>E2B Plan</td>
<td>35</td>
</tr>
<tr>
<td>Final Exam</td>
<td>10</td>
</tr>
<tr>
<td><strong>TOTAL POINTS</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

DESCRIPTION OF ASSIGNMENTS

Weekly Quiz-10 points (on SAKAI)
A quiz will be given weekly to ensure the comprehension of the text material.

Participation – 20 points
Individual class participation (20) points will be based primarily on quality and secondarily on the frequency of contributions to class discussions and in-class assignments.

Additionally, at the end of the trimester, you will conduct a peer evaluation on your E2B group and the cumulative comments of your peers will be taken into consideration. The following elements will be included in your class participation grade.

Cases studies – 25 points
The cases assigned are to be completed as “individual” homework assignments or defined as a group project. Each student will need to read and prepare all cases in a one-page discussion brief. For cases that are assigned as a group project, one person or team will be selected to lead the case discussion. Students are expected to turn in 1 case either as an individual assignment or in teams of two or more students. Your case write up should be used for class participation unless described as a group project. Your response should demonstrate your understanding of the marketing concept being discussed in the correlating chapter as well as your ability to apply these concepts to the case/exercise. The topics addressed in cases span more than one chapter in the text. To ensure a complete understanding of the case you will need to plan your reading accordingly.

E2B Project - 35 total points
The E2B project will be broken down into the following parts to pace the work and allow for three formal in-class discussions with key company project stakeholders. Grade points are awarded for the mid-point meeting, final report and final presentation.
<table>
<thead>
<tr>
<th>Description</th>
<th>Grade Points</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Company Project Briefing:</strong> Assigned project company will brief the class on their organization, current situation and marketing challenge. <em>(Preparation: conduct on line search for recent industry/company articles, view company website, annual report and analyst reports – as available.)</em></td>
<td></td>
</tr>
<tr>
<td><strong>One-on-one Team Feedback Session</strong> – Each team will sign up for a 20-minute meeting slot with the professor. Written <strong>FIRST DRAFT</strong> due to include the front end sections of the international marketing plan due.</td>
<td></td>
</tr>
<tr>
<td><strong>Mid-Point Meeting:</strong> Presentation of Situation Assessment, SWOT, Market and Competitive Analysis to Company Management - Each team will sign up to individually meet with myself and representative(s) from the project company for one half-hour in class. Each team will be responsible for developing their agenda and handouts for this meeting. Your team will receive <strong>verbal feedback</strong> during this meeting. Please take careful notes.</td>
<td>10 points</td>
</tr>
<tr>
<td><strong>One-on-one Team Feedback Session</strong> – Each team will sign up for a 20-minute meeting slot with the professor. Written <strong>SECOND DRAFT</strong> due to include the back end sections along with revisions to the first draft sections. Your team will receive <strong>written feedback</strong> on this submission.</td>
<td></td>
</tr>
<tr>
<td><strong>Final Written Marketing Plan Due</strong> – Each team will be required to submit their final written marketing plan (all sections, in both hard and e-copy) for review, evaluation and grading.</td>
<td>15 points</td>
</tr>
<tr>
<td><strong>Presentation of Marketing Plan</strong> – During the final class session, each team will have 20 minutes to present an executive overview of their marketing plan. Company representative(s) will be in attendance to evaluate each team’s presentation and provide feedback. Please bring a flash drive with a copy of your final presentation and report to the final class for the participating company.</td>
<td>10 points</td>
</tr>
</tbody>
</table>

**Final Exam – 10 points (on SAKAI)**  
To ensure student comprehension of the text material a final exam will be given.
The assignment of grades is as follows (in points):

<table>
<thead>
<tr>
<th>% Score</th>
<th>Letter Grade</th>
<th>Grade Point</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>94 – 100%</td>
<td>A</td>
<td>4.0</td>
<td>Outstanding</td>
</tr>
<tr>
<td>90 - 93.99%</td>
<td>A-</td>
<td>3.7</td>
<td>Excellent</td>
</tr>
<tr>
<td>87 - 89.99%</td>
<td>B+</td>
<td>3.3</td>
<td>Very Good</td>
</tr>
<tr>
<td>83 - 86.99%</td>
<td>B</td>
<td>3.0</td>
<td>Good</td>
</tr>
<tr>
<td>80 - 82.99%</td>
<td>B-</td>
<td>2.7</td>
<td>Satisfactory</td>
</tr>
<tr>
<td>77 - 79.99%</td>
<td>C+</td>
<td>2.3</td>
<td>Above Average</td>
</tr>
<tr>
<td>73 - 76.99%</td>
<td>C</td>
<td>2.0</td>
<td>Average</td>
</tr>
<tr>
<td>70 - 72.99%</td>
<td>C-</td>
<td>1.7</td>
<td>Below Average</td>
</tr>
<tr>
<td>67 - 69.99%</td>
<td>D+</td>
<td>1.3</td>
<td>Poor</td>
</tr>
<tr>
<td>63 - 66.99%</td>
<td>D</td>
<td>1.0</td>
<td>Very Poor</td>
</tr>
<tr>
<td>60 - 62.99%</td>
<td>D-</td>
<td>.7</td>
<td>Barely Acceptable</td>
</tr>
<tr>
<td>0 - 59.99%</td>
<td>F</td>
<td>0.0</td>
<td>Fail</td>
</tr>
</tbody>
</table>

Class case discussion briefs will be graded using the following rubric.

<table>
<thead>
<tr>
<th>Content Contribution</th>
<th>Outstanding Excellent</th>
<th>Very Good Good Satisfactory</th>
<th>Above Average Average Below Average</th>
<th>Poor Very Poor Unacceptable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rich in content; displays an excellent understanding of the topic by writing a factually correct, reflective, and substantive contribution.</td>
<td>Includes information that is substantial and factually correct yet lacks detail and depth OR full development of concept/thought.</td>
<td>Incompletely explains ideas OR does not effectively use supporting evidence; information is inappropriate for the intended audience; shallow contribution.</td>
<td>Includes information that is off-topic or irrelevant; presents information in a style which is inappropriate; disrespectful.</td>
<td></td>
</tr>
</tbody>
</table>
**Case papers** will be graded using the following rubric.

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>Outstanding Excellent</th>
<th>Very Good Good Satisfactory</th>
<th>Above Average Average Below Average</th>
<th>Poor Very Poor Unacceptable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identifies and analyzes the issue.</td>
<td>Accurately identifies the issues and provides a well-developed analysis</td>
<td>Accurately identifies the issues and provides some analysis</td>
<td>Identifies most of the issues, provides inadequate analysis or identifies weak issues</td>
<td>Inaccurate identification or analysis of issue</td>
</tr>
<tr>
<td>Identifies and assesses quality supporting data/evidence</td>
<td>Provides a thorough examination of the evidence and develops its accuracy, relevance, and completeness</td>
<td>Provides and examines quality evidence. Evidence is relevant, if not complete.</td>
<td>Evidence not directly supportive of argument. Does not justify position or distinguish relevance</td>
<td>Fails to identify or assess quality-supporting evidence.</td>
</tr>
<tr>
<td>Identifies and considers the influence of the context on the issue</td>
<td>Accurately identifies and provides a thorough explanation of contextual issues</td>
<td>Accurately identifies and provides an explanation of potential contextual issues</td>
<td>Does not explain contextual issues; provides inaccurate information; or merely provides a list.</td>
<td>Does not identify or consider any contextual issues.</td>
</tr>
<tr>
<td>Demonstrates higher level thinking by interpreting the context and issues appropriately</td>
<td>Provides a thorough explanation, insightful analysis, able to discriminate importance of issues and evidence</td>
<td>Provides adequate explanation, above average analysis, somewhat able to discriminate importance of issues and evidence</td>
<td>Provides somewhat uneven or superficial explanation, limited ability to discriminate importance of issues and evidence</td>
<td>Provides little developed explanation, analysis largely superficial, issues and evidence seem unimportant</td>
</tr>
<tr>
<td>Identifies and evaluates conclusions, implications, and consequences</td>
<td>Accurately identifies implications and consequences with well-developed explanation. Provides objective reflection of own assertions.</td>
<td>Accurately identifies implications and consequences with a brief evaluative summary</td>
<td>Provides limited or inaccurate explanation or largely a list of ideas; or is too limited in scope</td>
<td>Identifies or evaluates few, if any, implications or consequences.</td>
</tr>
</tbody>
</table>

**E2B Class Case Project** will be evaluated on both content and writing. Specific components and evaluation criteria for the project are listed in the case document for the project, posted to Sakai E2B folder.

All chapters of the text will be covered and will be covered approximately in their order in the text...for those students who wish to read ahead which is highly encouraged. There will be a quiz in each class period covering the assigned chapters. The quizzes will be used to assist the assignment of the participation grade.
EXPECTEDATIONS OF WRITTEN WORK

Class assignments will be posted through Sakai. Students are required to upload their completed assignments prior to the start of the class they are due. All papers must be typed in 12-point font, double-spaced using standard one-inch margins. All papers are graded for content in meeting the defined objectives as well as clarity of communication (proficient use of English grammar and punctuation is expected).

Late assignments
Assignments will be penalized by 10% if turned in one week late, 50% if two weeks late. No assignments will be accepted after two weeks past the due date.

Instructors Expectations
- You must attend the first class or you will be dropped.
- Come to class fully prepared to discuss all assigned material
- Contribute to the class discussion in a way that enhances the learning process
- Conduct yourself in class as you would in a business situation (i.e., be courteous, offer constructive criticism, compliment on a job well done, and give thoughtful feedback)
- Provide ongoing feedback with regard to the extent in which this class is meeting your needs and objectives
- Share responsibility for the quality of the experience
- Attend all class sessions (more than one absence will affect your grade and may result in one grade drop), if 3 classes are missed, you may receive a failing grade.
- ALWAYS BRING THE TEXT BOOK AND ALL CASES TO CLASS.

STUDENT’S USE OF TECHNOLOGY IN THE CLASSROOM

Use of technology by students in the class is permitted solely to enhance productivity and learning.

Cell Phones
Cell phones must be off or completely silenced during class unless you have received special permission from me in advance of the start of class. Students using cell phones during class will have that evening’s participation grade lowered one level.

Laptops
Laptops are required for each class for course specific requirements (e.g., online assignments, accessing course resources in Sakai, taking notes during lectures, student presentations). Students discovered to be using laptops for any purpose other than as appropriate for this class will have their class participation grade lowered by 2.5 points (out of 10) for each such incident.

ATTENDANCE POLICY

Since class discussions and interaction is an integral part of learning, each student is expected to arrive on time and come prepared to share their experiences and insights. If you are unable to attend a class, it is your responsibility to contact me as early as possible
to advise of your absence. You will be responsible for all the material covered in class whether you are present or not.

**CONDUCT**

University Code of Ethics

*Page 13 of the 2012 - 2013 Academic Catalog*

The following regulations apply to any person, graduate or undergraduate, who is enrolled as a Pepperdine University student. These rules are not to be interpreted as all-inclusive as to situations in which discipline will be invoked. They are illustrative, and the University reserves the right to take disciplinary action in appropriate circumstances not set out in this catalog. It is understood that each student who enrolls at Pepperdine University will assume the responsibilities involved by adhering to the regulations of the University. Students are expected to respect order, morality, personal honor, and the rights and property of others at all times. Examples of improper conduct for which students are subject to discipline are as follows:

- Dishonesty in any form, including plagiarism, illegal copying of software, and knowingly furnishing false information to the University.
- Forgery, alteration, or misuse of University documents, records, or identification.
- Failure to comply with written or verbal directives of duly authorized University officials who are acting in the performance of assigned duties.
- Interference with the academic or administrative process of the University or any of the approved activities.
- Otherwise unprotected behavior that disrupts the classroom environment.
- Theft or damage to property.
- Violation of civil or criminal codes of local, state, or federal governments.
- Unauthorized use of or entry into University facilities.
- Violation of any stated policies or regulations governing student relationships to the University.

Disciplinary action may involve, but is not limited to, one or a combination of the alternatives listed below:

- **Dismissal** – separation of the student from the University on a permanent basis.
- **Suspension** – separation of the student from the University for a specified length of time.
- **Probation** – status of the student indicating that the relationship with the University is tenuous and that the student’s records will be reviewed periodically to determine suitability to remain enrolled. Specific limitations to and restrictions of the student’s privileges may accompany probation.”

**ORIGINALITY OF WORK**

This course may require electronic submission of essays, papers, or other written projects through the plagiarism detection service Turnitin (http://www.turnitin.com). Turnitin is an online plagiarism detection service that conducts textual similarity reviews of submitted
papers. When papers are submitted to Turnitin, the service will retain a copy of the submitted work in the Turnitin database for the sole purpose of detecting plagiarism in future submitted works. Students retain copyright on their original course work. The use of Turnitin is subject to the Terms of Use agreement posted on the Turnitin.com website. You may request, in writing, to not have your papers submitted through Turnitin. If you choose to opt-out of the Turnitin submission process, you will need to provide additional research documentation and attach additional materials (to be clarified by the instructor) to help the instructor assess the originality of your work.

**POLICY ON DISABILITIES**

*Assistance for Students with Disabilities*

The Disability Services Office (DSO) offers a variety of services and accommodations to students with disabilities based on appropriate documentation, nature of disability, and academic need. In order to initiate services, students should meet with the Director of the DSO at the beginning of the semester to discuss reasonable accommodation. If a student does not request accommodation or provide documentation, the faculty member is under no obligation to provide accommodations. You may contact the Director of Disability Services at (310) 506-6500. For further information, visit the DSO Web site at: [http://www.pepperdine.edu/disabilityservices/](http://www.pepperdine.edu/disabilityservices/).
<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE</th>
<th>TOPIC</th>
<th>TEXT READING</th>
<th>CASE STUDY &amp; NUMBER</th>
<th>ASSIGNMENT DUE</th>
</tr>
</thead>
</table>
| 1    | 5/05  | Understanding Marketing Management  
Review Class Project  
Team Selections       | Chapters 1-2 | Costco Companies, Inc. #599041 | ALL STUDENTS WRITE UP ONLY  
4-6 page write up. See template in SAKAI resources folder |
| 2    | 5/12  | Meet the E2B Client: Client Company Presentation  
Gathering information and  
Scanning the environment  
Market Research and  
Forecasting Demand | Chapters 3-4 | E2B Case Study posted in SAKAI resources folder | E2B Case Study Discussion Brief  
(preparation: read E2B case, case write up and view company website) |
| 3    | 5/19  | Creating Customer Value,  
Satisfaction and Loyalty  
Chapter 5-6 | Cineplex Entertainment: The Loyalty Program #908A08 | Team 1 Case Study  
4-6 page write up. Presentation in class  
Case Discussion Brief all others |
| 4    | 5/26  | Analyzing Consumer Markets  
Analyzing Business Market  
Identifying Market Segments and Targets | Chapter 7-9-10 | Dove: Evolution of a Brand #508047 | Team 2 Case Study  
4-6 page write up. Presentation in class  
Case Discussion Brief all others |
| 5    | 6/2   | Creating Brand Loyalty  
Competition & Growth  
Product Strategy  
Chapter 11-13 | Keurig: From David to  
Goliath: The Challenge of  
Gaining and Maintaining  
Marketplace Leadership #KEL714 | Team 3 Case Study  
4-6 page write up. Presentation in class  
Case Discussion Brief all others |
| 6    | 6/09  | Professor E2B Team Meetings 1+1  
Chapters 14-16 | No Case Study | MIDTERM QUIZ  
E2B Draft Idea Review with Professor |
| 7    | 6/16  | Global Markets  
Chapter 8 | Samsung: Redefining a Brand #904A16 | Team 4 Case Study  
4-6 page write up. Presentation in class  
Case Discussion Brief all others |
| 8    | 6/23  | E2B Client Midpoint Meeting  
Chapters 17-19 | No Case Study | E2B Presentation to Client |
| 9    | 6/30  | Designing and Managing Integrated Marketing Channels  
Managing Retailing,  
Wholesaling and Logistics  
Integrated Communications | Taco Bell: The Breakfast Opportunity #KEL917 | Team 5 Case Study  
4-6 page write up. Presentation in class  
Case Discussion Brief all others |
| 10   | 7/7   | Advertising  
Social Media  
Chapter 20-21 | Sephora Direct: Investing in Social Media, Video, and Mobile #511137 | Case Discussion Brief 4-6 Pages |
| 11   | 7/14  | Database Marketing  
Holistic Marketing  
Chapter 22-23 | Class Workshop | |
| 12   | 7/21  | Professor E2B Team Meetings 1+1  
Developing Pricing Strategies | No Case Study | E2B Presentation & Paper Draft Review with Professor |
| 13   | 7/28  | E2B PowerPoint Dry Run  
Final Exam | No Case Study | Final Exam  
Final Draft E2B PowerPoint Presentation |
| 14   | 8/04  | Final Presentation to E2B Client | No Case Study | Final E2B Presentation & CD to Client |