Marketing Management
MKTG 501, Spring 2015

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This course is intended to introduce you to the essentials of marketing: how firms and consumers behave and what strategies and methods marketers can use to successfully operate in today's dynamic environment. Specifically, the course goals are:

- To define the strategic role of marketing in the firm.
- To introduce students to the key elements of marketing analysis and strategy.
- To provide sound conceptual and theoretical frameworks for analyzing marketing problems.

COURSE ORGANIZATION

There are three main components of this course:

- **Class sessions:** Classes will involve a blend of lectures and case discussions. Students are expected to contribute to the class discussions based on their own business experiences and their preparation of the required readings.
- **Teamwork:** A significant amount of the work for this course will be done in teams. Although this work is done entirely outside the classroom, students’ contributions to these efforts are considered an integral aspect of the course.
- **Individual work:** In addition to preparing for class sessions and group activities, students will do one assignment and the final exam on an individual basis.

GROUPS

As noted above, teamwork is an essential component of the course. To ensure equal participation on group projects, team members are requested to evaluate each other's performance using the Team Evaluation Form. This form is to be submitted anytime after the completion of the last group assignment and before the deadline for the final exam. If I don’t receive this form from you, I will assume that all members of your group (including you) participated equally in all group work throughout the quarter.
**FINAL EXAM**

The final exam is an individual case analysis. The case will be distributed in week 8. This is a take-home assignment. The grading criteria are the same as for cases discussed in class. The final exam is due before 6pm on June 8th, first day of class in week 11. Early submissions are welcome.

**COURSE READINGS**

The course packet is required and may be purchased through the bookstore. The readings for the first two weeks will be emailed to you.

For all sessions, where there is an assigned reading, you should come to class with a basic understanding of the concepts presented, as well as some ideas about how the concepts might apply to a marketing manager’s day-to-day decisions. Be prepared to build on the reading to move the class discussion forward. This may involve delving deeper into the concepts, or questioning the ideas presented in a productive way, or thinking about how the ideas apply to your company or to cases we have discussed in class. You should also be prepared to discuss this in class. In some weeks, we will explicitly discuss the readings in class. In other weeks, the readings will constitute the background knowledge and we will focus on adding value beyond that knowledge.

For all classes where there’s an assigned case you should come to class with a detailed understanding of the company problem described in the case. You should also develop some ideas for how this problem might be addressed. Unless otherwise directed, you should NOT look up cases and the companies online before we have discussed the case in class. Searching for ‘external’ information will undermine your learning experience and ability to extract most value from case discussions.

In addition, the following textbook is strongly recommended for your library of business books: Philip Kotler and Kevin Lane Keller, *Marketing Management, 14e*, Prentice Hall, 2009. This book provides a comprehensive general background on marketing and is a good reference. It is not the explicit focus of class discussion or assignments and, therefore, it is not required for the course. However, it will improve your experience and learning from the course. So, I strongly recommend reading this book. It will provide necessary background and put the course materials in perspective. The syllabus will tell you what chapters to follow on a weekly basis.

Another book that may be of interest for your library is *Kellogg on Marketing*, Wiley Books, 2001, 2010. Several chapters from the earlier edition of this book are included in the course packet.

**GRADING**

Each student's overall course grade will be based on the following:

- Class contribution 15%
- In-class Case Presentation (group: 7 minutes; timing varies by group) 5%
- Calyx case write-up (group: 300 words, week 3) 5%
- Quantitative analysis (individual, week 4) 5%
- Ford KA case write-up (group: 800 words, week 6) 10%
- Unilever case write-up (group: 800 words, week 8) 15%
- Live Project Presentation (group: end of quarter presentation in class, 7-10 min including Q&A) 15%
- Final exam (individual; due Monday/Wednesday of Finals week) 30%
All assignments are to be submitted to Canvas.

Case write-ups are graded on a scale from 0 to 15. The grades are interpreted as follows:
- 15.0 Inspired
- 14.0-14.9 Excellent
- 13.0-13.9 Very good
- 11.0-12.9 Good
- 9.0-10.9 Fair
- 7.0-8.9 Mediocre
- 5.0-6.9 Poor
- 3.0-4.9 Very poor
- 1.0-2.9 Terrible
- 0.0-0.9 Abysmal

Grading class participation is necessarily subjective. You are evaluated on the quality of the contributions that you make to class discussion and not on the amount of "air time" you take up. Please note that you will not be evaluated on questions that you ask to clarify lecture or course material. If you have a question, chances are that the same question is on the minds of some of your classmates as well. Thus, you are doing the class a favor by asking it. The evaluation of your contributions to group work by your teammates also will be a factor in determining your class participation score.

The grading is “on the curve”. Keep in mind that your grade is not always a perfect indicator of your potential marketing skills; it simply reflects your performance on the set of specific tasks outlined above.

**CASE WRITE-UPS AND PRESENTATIONS**

Your groups will prepare three written deliverable case-write ups this quarter: Calyx, Ford Ka, and Unilever. There will be additional cases assigned throughout the quarter as reading, and you should be prepared to discuss these in class, but there will be no additional written deliverables for these assigned readings. Each time there is a case reading, you will be asked to complete a very short 2-3 minute survey by noon on the day the assigned reading is due. You will not be graded on this survey. The purpose of the survey is for discussion purposes in class only.

Case write-ups should follow the GIST (Goal-Impediment-Strategy-Tactic) framework and will be due on the dates described in the class schedule. The GIST framework for solving marketing cases will be covered during the first week of classes. Please be prepared to describe and discuss your case write-up in class.

Each group will be pre-assigned to present one of the written deliverable cases (either Calyx, Ford Ka, or Unilever) this quarter. The presentation should be no longer than 5-7 minutes (you will be timed) and should present your group’s solution to the case. Please note: not everyone in your group needs to present, but both the written deliverable and accompanying slide presentation should reflect the work of your entire group. Each presentation will be given at the beginning of class on the day the class is discussing the case (unless there is a guest speaker at the start of the class).

In addition, one of the cases we will solve this year is a Live Case, where we will work with a client to solve a marketing problem they are currently facing. A case will be distributed in Week 3 of class and two weeks later, our client team will be in class as a panel to answer questions regarding the case.
or your solutions. Each group will develop a case solution and present it to the client in Week 10 of the class. A copy of the presentation should be submitted to Canvas as the deliverable for the case.

**GUEST SPEAKERS**

During the quarter, we expect to have several guest speakers. The goal of having guest speakers is to bring to life the practice of marketing management and to get a peak into the day-to-day decisions facing marketing managers.

**ATTENDANCE POLICY**

- It is strongly recommended that students attend every class session.
- Missing more than twenty percent of class sessions will lead to a grade adjustment by way of class participation (you cannot participate if you are not present). In previous years, I have observed that those those who miss more than twenty percent of classes fair poorly on the final exam. Although, note that you are not graded on number of classes you attend.
- Students are required to email their respective section TA each time they miss class prior to the class beginning. In case of emergencies, you can email us no later than two days after a missed class.

**HONOR CODE AND CLASSROOM ETIQUETTE**

In addition to Foster's Honor Code, the following rules apply to this class:

- Discussion cases may be prepared in groups or individually.
- Written cases are to be prepared by group members only. These cases are not to be discussed with out-of-group members.
- The final exam and other individual assignments should be done individually.
- Students should not use materials or deliverables from past years.
- To provide an optimal learning experience, students are asked to refrain from using laptops, tablets, or phones during class sessions and/or from eating noisy food (e.g., food in wrappers that make noise, chips, slurpies, etc.)