Marketing Management

MKTG 501, Spring 2016

Professor Nidhi Agrawal

University of Washington, Foster School of Business
Office 479 PACCAR;
nidhia@uw.edu
Office Hours: By appointment

TAs: Molly Forte (mbforte@uw.edu)–GOLD section;
Joe Francis (jfk22@uw.edu) - PURPLE section

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 6th, first day of class in week 11. Early submissions are welcome.

COURSE READINGS

The course packet is required and may be purchased from EZ Copy N Print. They are located at 4336, University Way. The readings for the first two classes 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%
- Calyx case write-up (group: 300 words, week 2) 5%
- Quantitative analysis (individual, week 3) 5%
- Ford KA case write-up (group: 800 words, week 6) 10%
- Unilever case write-up (group: 800 words, week 8) 15%
- Live Case Presentation (group: end of quarter presentation in class, 7-10 min including Q&A) 20%
- 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 per se. 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 3pm 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. For some ‘guest speaker case studies’, you will need to meet as a group and work on a non-graded deliverable that involves discussing solutions to a business problem that will form the basis of our class discussion with the speaker.

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. A GIST format explanation and template will be available on Canvas. Please be prepared to describe and discuss your case write-up in 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 two weeks before the class where 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 at the end of the quarter. 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

1. It is recommended that students attend every class session.
2. 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 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.
3. 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:

1. Discussion cases may be prepared in groups or individually.
2. Written cases are to be prepared by group members only. These cases are not to be discussed with out-of-group members.
3. The final exam and other individual assignments should be done individually.
4. Students should not use materials or deliverables from past years.
5. 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.).
# Course Schedule

All readings for each week are to be completed before your section meets.

<table>
<thead>
<tr>
<th>Week/Module</th>
<th>Date</th>
<th>Topic</th>
<th>Assignments and Case Preparations</th>
<th>Readings and Cases</th>
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<td><strong>Module I: Analyses</strong></td>
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<td><strong>1 Analyses: Company and Competition</strong></td>
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<td></td>
<td>Monday March 28th</td>
<td>What is Marketing Management?</td>
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<td><strong>Readings:</strong></td>
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<td></td>
<td>How should a company grow in a competitive market?</td>
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<td>• Putting the Customer First – Always</td>
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<td></td>
<td>Wednesday, March 30th</td>
<td>How should a company grow in a competitive market?</td>
<td>Consider case discussion questions for Datril.</td>
<td>• Customer Intimacy and Other Value Disciplines</td>
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<td></td>
<td>Monday, April 4th</td>
<td>How should a company define the market?</td>
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<td><strong>Case:</strong></td>
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<td>• Datril</td>
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<td><strong>Readings:</strong></td>
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<td>Wednesday April 6th</td>
<td>How should a company find its target customer?</td>
<td>Written Calyx Case Assignment due by 3pm.</td>
<td>• Basic Quantitative Analysis for Marketing</td>
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<td></td>
<td></td>
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<td>• GIST Template</td>
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**Assignment and Case Preparations**

- Case:
  - Datril
  - Calyx Flowers

**Readings and Cases**

- Readings:
  - Putting the Customer First – Always
  - Customer Intimacy and Other Value Disciplines

- Case:
  - Datril

- Readings:
  - Basic Quantitative Analysis for Marketing
  - GIST Template

**Assignments and Case Preparations**

- Written Calyx Case Assignment due by 3pm.
  - Take Calyx survey by 3pm.
## MKTG 501 Syllabus

### Analyses:

#### Market Research

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignment</th>
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</thead>
<tbody>
<tr>
<td>Monday, April 11th</td>
<td>How should a company gain market insight?</td>
<td>Guest: June Jo Lee&lt;br&gt;Readings: &lt;br&gt;• Get Inside the Lives of Your Customers&lt;br&gt;• Market Research</td>
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<tr>
<td>Wednesday, April 13th</td>
<td>How should a company gain market insight?</td>
<td>TIVO in-class case discussion.&lt;br&gt;Take TIVO survey questions by 3pm of your class meeting day.&lt;br&gt;Individual break-even assignment due by 3pm.&lt;br&gt;Live Case: Case distributed (The Mockingbird Society)</td>
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### Module II: Strategy

#### Strategy: Positioning and Branding

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>Monday, April 18th</td>
<td>How should a company choose, build, and sustain a market position?</td>
<td>How should a company create and nurture a brand?</td>
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<tr>
<td></td>
<td>How should a company choose, build, and sustain a market position?</td>
<td>How should a company create and nurture a brand?</td>
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### Readings:

- Three Questions You Need to Ask About Your Brand
- Creating and Managing Brands
- Understanding Brands
### MKTG 501 Syllabus

#### Module III: Tactics

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<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Guest/Case/Assignment</th>
<th>Readings</th>
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| 5    | Monday, April 25<sup>th</sup> | How should a company make tactical decisions: Price? | Guest: from Idea to Market - Swatee Surve | • How Do You Know When the Price is Right?  
• How to fight a price war? |
|      | Wednesday, April 27<sup>th</sup> | How should a company make tactical decisions: Place? | Live Case Panel: Come prepared with questions for the Live Case clients | • Make Dealers Your Partners  
Live Case:  
The Mockingbird Society |
| 6    | Monday, May 2<sup>nd</sup> | Guest Speaker: Building and Managing a Brand: Tom Berquist, BECU | | |
|      | Wednesday, May 4<sup>th</sup> | How do you link strategy with tactics: Positioning and Product? | **Written Ford Ka Case Assignment due by 3pm of your class meeting day.**  
Take Ka Survey by 3 pm. | **Case:**  
Ford Ka (A) |
<table>
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<tr>
<th>Week</th>
<th>Date</th>
<th>Tactics: Marketing Mix Elements</th>
<th>Case:</th>
<th>Readings:</th>
<th>Case:</th>
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<td>7</td>
<td>Monday, May 9th</td>
<td>Guest: Tim Schottman</td>
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<td>Wednesday, May 11th</td>
<td>Guest: Jeff Babcock</td>
<td>Zoka Case</td>
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<td>8</td>
<td>Monday, May 16th</td>
<td>How should a company make tactical decisions: Promotions?</td>
<td>Readings:</td>
<td>Designing and Managing Integrated Marketing Communications</td>
<td>Unilever in Brazil</td>
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<td>Wednesday, May 18th</td>
<td>How do you link strategy with tactics?</td>
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<td>Rethinking Marketing Programs for Emerging Markets</td>
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<td>Written Unilever Case Assignment due by 3pm of your class meeting day.</td>
<td>Case:</td>
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<td>Take Unilever Survey by 3 pm.</td>
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<td>Take Home Final distributed on Wednesday</td>
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<td>9</td>
<td>Monday, May 23rd</td>
<td>Marketing Live Case Presentations</td>
<td>Slide Deck due by 3 pm on day of your presentation</td>
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<td>Wednesday, May 25th</td>
<td>Marketing Live Case Presentations</td>
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<tr>
<td>10 Summary</td>
<td>Monday, May 30th</td>
<td>Memorial Day</td>
<td>No Class</td>
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<td>Wednesday, June 1st</td>
<td>Summary</td>
<td>Guest: Jennifer Patterson</td>
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| Finals Week  | Monday, June 6th | Exam Week    | **Individual Final exam due on Canvas by 6pm on June 6th** | No Class |

Note: This schedule might change to accommodate guest speakers. The assignments will remain as noted here. Assignments in bold are graded assignments.