

University of North Texas at Dallas
Spring 2012
Revised Syllabus
Marketing 5150D-090: Marketing Management-3 units
Saturdays 9am-4pm Dallas Bldg 2 #242

Instructor: Mark Treger

Adjunct instructor offices are located in bldg 2, room 305

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Best way to reach me is by phone 8am-8pm 7 days a week, or before or after class in person. On campus available to meet before or after class, please call my cell to coordinate.

Prerequisite: Mktg 3650 or Mktg 5000

Course focuses on application of marketing concepts, practices, and activities performed by marketing managers. Includes evaluation of marketing opportunities and marketing planning in a practical strategic framework, product development/management, price setting and management, basic promotional concepts, establishing and managing distribution channels.

Text and references: **Marketing, An Introduction** by Armstrong and Kotler, published by Pearson Prentice Hall, *in any edition*, will be used as a reference for lecture and discussion. In addition the instructor will hand out numerous articles and short primers on various marketing topics. The text is readily available used in multiple editions, and *a copy is also on reserve at the UNT Dallas library (972/780-3625)*.

2 short-answer exams (based on **lecture, text readings, and extensive hand-out materials**) each account for **one-half** of your base course grade. In addition, your grade on a **final marketing strategy case** (analysis and brief write up, presentation/defense) may raise your overall course grade up to 7 points over the average of your 2 exam grades. In general, 90%=A, 80%=B, 70%=C, 60%=D, however instructor reserves right to lower course grade as much as 5 points for **poor class attendance**, or raise it up to 5 points for **consistent, high-quality class participation**, as judged by the instructor.

The goal of this course is to expose students to marketing concepts, practices and activities as outlined above. Learning outcomes are for the student to develop facility with the basic concepts, practices and activities covered in the course. The course is taught from the perspective of a practitioner who consulted in the field of marketing strategy for 20 years. At the end of the semester the student should be able to explain the above concepts, practices and activities from a practical perspective. Instructor's lecture examples will draw from business-to-business (industrial) marketing based on his consulting experience. Industrial marketing includes building products, oil & chemicals, forest products, steel & fabricated metals, aerospace, electronics & software products, machinery & equipment, and the like. Industrial products and services represent as much as half of the economy and of the sales & marketing career opportunities. In general the course will be lecture and discussion. **The 2 short-answer exams will draw**

heavily on lecture material and hand-out material that may or may not be in the text reading, *so attendance to all classes is required.*

Schedule--Date/Text *Pre-read* Chapters in Kotler /Topics

3/17: (Chpt 1) Introduction. Overview of sales and marketing basics. Industrial vs consumer marketing. The marketing concept. Segmentation & target marketing. The 4Ps:Price, Product, Promotion& Place. Customer & product profitability; customer retention; “customer relationship management” **Hand out“The Failure of Marketing”** & discuss functional silos/stove-pipes. Strategy?...Marketing strategy made easy in 3 steps! **Hand out “Link Between Performance & Strategy” and “the Strategic Audit”-read for next 2 class sessions.**

3/17: (Chpt 16) Marketing ethics :“where the law ends is where ethics begins”. Promoting materialism and debasing civil society: does marketing help shape, or simply mirror popular culture...at \$200billion/year? Targeting vulnerable groups-children, “tweens,” elderly; exploiting insecurities; encouraging credit-card debt to fill transitory wants. Enforcement...the FTC, UCC, “voluntary self-regulation.” Breaking functional silos&stove -pipes. More on marketing planning, evaluation & control. Discuss marketing strategy.

3/17: (Chpt 2 & 3) “Customer-centric marketing;” Business- & Marketing-Strategy or marketing tragedy?... “Big M” vs “little m” marketing framework. PIMS & growth/share matrix...does market share drive profitability? (correlation vs causality);Generic/descriptive strategy vs “**Good to Great**”business-specific strategy grounded in 3 easy steps. Marketing Fundamentals=The 4Ps+Target market/segmentation vs competitor positioning. Introduce CRM capability research.

3/24:(Chpt 5) Buyer behavior-consumer & industrial. Consumer demographics-the basics.

3/24: (Chpt 4 & 6) Customer information/market research. Segmentation, targeting and positioning. Handout on creating value from segmentation.

3/31:Review and integrate material covered to date, and expectations for Exam1.

Hand out and introduce final marketing strategy case project presentation due 5/5.

4/7:Exam 1 (short answer).

4/7:(Chpt 8) Product Development, Product Management. Handouts on product development/pricing, product management, cost-to-serve.

4/14: (Chpt 9, 7) Pricing management & new product pricing; discuss branding. **Review exam 1**

4/21:(Chpt 10&11) Distribution channels; Retailing&Wholesaling. Discuss implications for final case.

4/21: (Chpt 13, 14) Personal Selling & Direct/Internet Marketing. Discuss professional selling.

4/28:(Chpt 12, 15) Promotion. Global marketing selected topics. Catch up, review and integrate the 4Ps.Recap course themes and expectations for Exam 2 and final case presentation.

5/5: Exam 2 (comprehensive–but mostly on new material, short answer).

5/5: Final case presentations /defense and feedback/case grade. If feasible will grade exams on site same day; if not will have results with course grades within 1 week.

Students with Disabilities (ADA Compliance): The UNT Dallas faculty is committed to complying with the Americans with Disabilities Act (ADA). Students with documented disabilities are responsible for informing faculty of their needs for reasonable accommodations and providing written authorized documentation. For more information, visit the Office of Disability Accommodation/Student Development Office, Suite 115 or call Laura Smith at 972/780-3632

Student Evaluation of Teaching Effectiveness Policy: Student Evaluation of Teaching Effectiveness (SETE) is a requirement of all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in your feedback as to how this class can be more effective, and value your completion of the SETE as an important part of your class participation.

Exam Policy: Exams should be taken as scheduled. Makeup exams will only be allowed for documented emergencies (see student handbook).

Academic Integrity: Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of conduct and Academic Dishonesty Policy. Any person suspected of academic dishonesty (i.e. cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Conduct at <http://www.unt.edu/csrr/studentconduct/index.html> for complete provisions of this code.

Bad Weather Policy: On days that present severe weather and driving conditions, a decision may be made to close the campus. In case of inclement weather, call UNT Dallas main voice mail 972/780-3600 or search postings on campus website www.unt.edu/dallas. Students are encouraged to update their Eagle Alert contact information so they will receive this information automatically.

Attendance and Participation Policy: The university attendance policy is in effect for this course. Class attendance and participation is expected because the class is designed as a shared learning experience and because essential information not in the text will be discussed in class. Students are responsible to notify the instructor if they miss class and for what reason, and are responsible to make up any work they missed. It is recommended that each student obtain a copy of a classmate's notes to review, for any class they miss.

Diversity/Tolerance Policy: Remarks that violate the Student Code of Conduct regarding nationalities, ethnic groups, sexual preferences, religious groups, genders or other ascribed statuses will be referred to the Center for Student Rights and Responsibilities as the instructor deems appropriate.