

Wisconsin School of Business

MARKETING MANAGEMENT- MKT 300 Fall 2016

Lec. 001: M/W 1:20-2:10 p.m.; **Lec. 002:** M/W 2:25-3:15 p.m.; **Lec. 003:** M/W 3:30-4:20 p.m.
All lectures are located in Grainger 1100 (Morgridge Auditorium)

Instructor: Laurie M. Brachman

E-mail: laurie.brachman@wisc.edu (please include your lecture time and TA name in the subject line).

Office: Grainger 4275: Mailbox: 4th floor

Phone: 608-263-3782 (The best way to reach me is via email outside of office hours).

Office Hours: Tuesdays 11:00 a.m.-1:30 p.m. or by appointment.

Ds	Lec.	Day	Start	End	Grainger Rm.	TA (office #2167)	Email
301	1	R	7:45 AM	8:35 AM	GRAINGER 1180	Brown,Ashley Anne	abrown34@wisc.edu
302	1	F	8:00 AM	8:50 AM	GRAINGER 1180	Brown,Ashley Anne	abrown34@wisc.edu
303	1	F	8:50 AM	9:40 AM	GRAINGER 1140	Mangat,Gurmukh	mangat@wisc.edu
304	1	F	9:55 AM	10:45 AM	GRAINGER 2270	Cohen,Christopher A	ccohen@wisc.edu
305	1	F	11:00 AM	11:50 AM	GRAINGER 2280	Jahr,Jesse Benjamin	jjahr@wisc.edu
306	1	R	4:35 PM	5:25 PM	GRAINGER 2170	Davis,Tyler	tdavis9@wisc.edu
307	1	R	4:35 PM	5:25 PM	GRAINGER 1295	Mangat,Gurmukh	mangat@wisc.edu
308	1	R	4:35 PM	5:25 PM	GRAINGER 1195	Brown,Ashley Anne	abrown34@wisc.edu
309	1	R	4:35 PM	5:25 PM	GRAINGER 1280	Tanner,Alan	tanner4@wisc.edu
310	2	F	7:45 AM	8:35 AM	GRAINGER 2175	Tanner,Alan	tanner4@wisc.edu
311	2	R	7:45 AM	8:35 AM	GRAINGER 2175	Tanner,Alan	tanner4@wisc.edu
312	2	F	9:55 AM	10:45 AM	GRAINGER 2280	Thomas,Brett Shea	bthomas22@wisc.edu
313	2	F	11:00 AM	11:50 AM	GRAINGER 1190	Cohen,Christopher A	ccohen@wisc.edu
314	2	F	11:00 AM	11:50 AM	GRAINGER 2170	Davis,Tyler	tdavis9@wisc.edu
315	2	F	12:05 PM	12:55 PM	GRAINGER 2270	Davis,Tyler	tdavis9@wisc.edu
316	2	R	4:35 PM	5:25 PM	GRAINGER 2280	Jahr,Jesse Benjamin	jjahr@wisc.edu
317	2	R	4:35 PM	5:25 PM	GRAINGER 2270	Vidal,Sean Michael	svidal@wisc.edu
318	2	R	4:35 PM	5:25 PM	GRAINGER 2520	Thomas,Brett Shea	bthomas22@wisc.edu
319	3	F	9:55 AM	10:45 AM	GRAINGER 1140	Mangat,Gurmukh	mangat@wisc.edu
320	3	F	11:00 AM	11:50 AM	GRAINGER 1175	Vidal,Sean Michael	svidal@wisc.edu
321	3	F	12:05 PM	12:55 PM	GRAINGER 2280	Jahr,Jesse Benjamin	jjahr@wisc.edu
322	3	R	7:45 AM	8:35 AM	GRAINGER 1190	Vidal,Sean Michael	svidal@wisc.edu
323	3	R	4:35 PM	5:25 PM	GRAINGER 1185	Cohen,Christopher A	ccohen@wisc.edu
324	3	F	11:00 AM	11:50 AM	GRAINGER 1195	Thomas,Brett Shea	bthomas22@wisc.edu

Prerequisite: Econ. 101

Marketing Management: The Big Questions!

Why is marketing important to you? How does it affect your life, your career, your needs and your wants? More than 80% of new consumer products fail within their first year. How do you improve the odds of success?

During this semester you will delve into these issues and more. You will create your own personal strategies for marketing success and discover that marketing is much more than selling and advertising.

Course Description:

This course should be a student's first marketing class. Marketing is the art and science of creating and managing profitable customer relationships. But marketers cannot do this alone. They must also be good at managing relationships with partners inside and outside the company to connect with customers. This course provides a decision-oriented overview of marketing management in modern organizations.

Learning Objectives (L/O):

To learn how to answer "the big questions" you will demonstrate your mastery of the marketing planning process by:

1. Assessing the business environment and defining measurable marketing objectives.
2. Applying marketing principles to develop and interpret a SWOT analysis, segment markets; identify a target and position a brand.
3. Developing and critiquing a marketing strategy. You will analyze and explain whether the tactic addresses the marketing objectives.
4. Demonstrating your knowledge of marketing terms and functional areas of marketing to critically reflect upon the current issues and challenges facing the field.

To maximize the value of this course, focus on application not memorization. Before lecture, read the material assigned and review the questions and vocabulary provided in the lecture notes. Try to answer each question and think of some examples of the concept covered. If you can clearly explain these concepts, you will retain the information and succeed in this course!

Course Materials: Moodle is your best source for all assignments, grades and deadlines. Check it daily.

Textbook: Essentials of Marketing – Fifteenth edition, William D. Perrault, Jr.; E. Jerome McCarthy. Publisher: McGraw-Hill Irwin. Buying the textbook is a requirement of this course. This is a new edition, please do not buy previous edition, however, a used copy of the 15th edition is fine- you do not need any other supplemental textbook materials.

Top Hat phone app: Please see the Moodle announcement for instructions on how to purchase and register your device for Top Hat. You do not need a smartphone to use this app-a function phone will work for most exercises. Note: **you must use your email that contains your UW net id.** When the registration asks for your student ID- please enter your NETID not your 9 digit student number. If you do not use your NETID your grade will not load to the Moodle gradebook at the end of the semester. It is up to you to follow these directions, I will not make individual changes to the gradebook.

Class notes: Notes are also available on Moodle about 2-4 days in advance of lecture. The intent of the notes is to provide some assistance when taking notes in lecture. They do not replace a lecture. Attendance in lecture is mandatory, but sometimes absences are unavoidable. I will try to post videos of the lecture slides. The technology is not always reliable-so I cannot guarantee the every lecture will be posted. I would prefer that you hand write your notes and not use a laptop in class. If you choose to use a laptop you must take a seat in the lower bowl of Morgridge 1100. If the lower bowl is full, you must take notes by hand. Be sure your laptop is charged before lecture as outlets may not be available.

Exam Policy: There will be three multiple choice/short answer exams that cover material from the book, lectures and class discussions. The exam questions are based on the application of the concept questions and vocabulary found at the end of the lecture notes.

All make-up exams will be given at the discretion of the instructor.

- Make-up exams are not guaranteed and will only be given if prior arrangements are made with the instructor or in the event of a medical emergency. Excused absences include:
 - Illness or a medical emergency-you must provide a doctor's note.
 - Scheduled absences due to sanctioned athletic events, military service, religious observance and/or job interviews.
 - Special exam accommodations for learning or physical disabilities will be accommodated if arranged **in the first two weeks of the semester**. If you are in the process of making those arrangements, please notify your TA ASAP and we will work with you. **We cannot guarantee accommodations with less than two weeks notice.**
 - All special requests require paperwork in advance for verification. Email and present paperwork and/or schedules to your TA's and cc. the professor by Sept. 23rd.
- Any possible exam conflicts with other classes must be emailed to your **TA no later than September 23rd**. Once you identify that conflict, you must resolve it with the other professor on or before Friday October 14th. **Not resolving a potential exam conflict by the deadline may result in a significant point penalty.**
- **Your final is scheduled for WEDNESDAY Dec. 21st from 5:05-7:05 p.m. If you stay in this class you have agreed to the final exam date and time.**
- Arriving late or sleeping through an exam will result in a **significant point penalty**.
- **Failure to return any exam will be treated as academic misconduct.**

Homework: Instructions for your **Personal Marketing Plan (PMP)** as well as your **Group projects** and in-class assignments will be reviewed in discussion.

Peer evaluation for Groups: At the start of the semester, each group completes and submits a group policy. At the completion of the group project each student will submit a peer evaluation. This evaluation will be used in grading individual team members. The peer evaluation template is available on Moodle in the "Group Project" folder. **This evaluation is submitted directly to your TA in discussion when you submit your final project. It is confidential.**

If a problem arises with a team member please discuss the situation with your TA during office hours as soon as possible. Early identification of problems usually results in a workable solution for the team. Letting problems go until the end of the semester may result in lower grades for all team members. It is your responsibility as a student working in a team to document your team's participation and contributions. This includes keeping copies of files, emails, and communication with your team members.

Grade Appeal Process:

Your TA's will be grading most of the homework and project assignments and will provide you with a rubric that explains your grade. Errors in grading occur occasionally; a critical sentence is misread or key material is overlooked. When these situations occur the student may appeal.

Appeals should be kept to a minimum and must be submitted in writing with an explanation for why the student believes that an omission or misunderstanding has occurred. An appeal for a written assignment will reference the specific comment in the rubric and demonstrate where the data was included in the report. An exam appeal will state the color and question number in the exam and provide a concise explanation for why the answer chosen was the best answer available.

Written appeals must be submitted to the appeal dropbox within 7 days after the grade is posted unless otherwise stated. In addition, because grades should reflect the quality of the work, not debating skills nor

willingness to push for higher grades, grade changes will not be discussed in person, on the phone, nor via e-mail. Written grade appeals will only be handled via submission to the Moodle dropbox.

Grade appeals are the exception not the rule. They are based on facts not opinions. Grading appeals should not be used when students are disappointed by their scores and hope to “scare up” some additional points. They should only be used when it is evident that a key point was overlooked by the grader or an error occurred in the grade calculation. If a student submits more than two unsuccessful requests the TA has the option of dismissing further requests.

Instructor Meetings:

Your TA is your primary resource on homework and exam feedback. However, students are welcome to make appointments during office hours with me to clarify or discuss ideas concerning homework, projects or just to talk about marketing questions in general.

I am available most Tuesdays between 10:00 a.m. and 1:30 p.m. by appointment.

Class Participation/Attendance:

Lecture (Top Hat):

The Top Hat app will be used in lecture. There will be 20+ lectures when questions are asked. You will receive the full 15 points if you answer 65% or more of the lecture questions correctly. If you answer fewer than 65% correct, your score will be based on your percentage correct multiplied by 15 points. So if at the end of the year your average = 64% correct your score will be $64\% * 15 = 9.6$ points. You can track your cumulative percentage on your Top Hat page.

Check Top Hat scores after class ends to make sure that your phone is registering. If you discover that your phone is not working, please contact Top Hat customer service at their website at <https://support.tophatmonocle.com/hc/en-us/sections/200661510-Student-Support> to resolve the problem. Do not ask me to give you credit for any absences or if you experience a tech problem in class. The 35% “cushion” is intended to give relief for missed responses/tech problems, broken or lost devices, excused and unexcused absences as well as the occasional incorrect answer. The course average last semester was about 76% correct, so if you regularly come prepared for lecture you should do well. Check the Top Hat website regularly to track your cumulative percentage. Your points score will not be entered into the Moodle gradebook until the end of the semester. Be sure to review and follow the Top Hat instructions posted on Moodle when registering. On average, there will be about 1-3 Top Hat questions per lecture- however there will be some days when there are significantly more questions and others when there are none. Lecture attendance is expected. If you miss a “high-question” lecture do not ask for a make-up but do review the questions when the lecture video is posted.

Discussion: Group participation and attendance

The purpose of the discussion is to reinforce and apply the theory from lecture. Both class/group contribution and attendance factor into your discussion participation grade. A student with three or more unexcused absences (see “Exams”) will forfeit all class attendance points. 0-1 absence = 10 points, 2 = 5 points, and 3 or more = 0. Documentation must be provided to your TA no later than one week after the excused absence or the absence will not be excused.

Course Communication:

Assignments, deadlines, course updates and grades are posted on the Moodle site. **ALWAYS CHECK the course homepage on Moodle** for a grade posting announcement **BEFORE** asking your instructor to check for a missing grade.

You have **one week** after a posting announcement to **email your TA** of any missing grade or a grade discrepancy unless otherwise noted. After that time, you forfeit the right to change your grade. Check your syllabus for grade submission deadlines.

You should check your UW email and the Moodle home page at least once every day. You will not be excused from any requirements/assignments for “not getting” the info from the course site, class announcement or email. In the event of a class cancellation, check the homepage at Moodle for further instructions.

Academic Integrity: The work you submit must be your own. This includes all course assignments, projects and exams. See the BBA honor code: <http://bus.wisc.edu/bba/mybiz/academics/bba-honor-code>. Plagiarism and cases of copying/cheating may be reported for disciplinary actions in accordance with University policies:

As stated in the University of Wisconsin policy: Academic honesty requires that the course work (drafts, reports, examinations, papers) a student presents to an instructor honestly and accurately indicates the student's own academic efforts.

UWS 14 is the chapter of the University of Wisconsin System Administrative code that regulates academic misconduct. UW-Madison implements the rules defined in UWS 14 through our own "Student Academic Misconduct Campus Procedures." UWS 14.03 defines academic misconduct as follows:

Academic misconduct is an act in which a student:

- seeks to claim credit for the work or efforts of another without authorization or citation;
- uses unauthorized materials or fabricated data in any academic exercise;
- forges or falsifies academic documents or records;
- intentionally impedes or damages the academic work of others;
- engages in conduct aimed at making false representation of a student's academic performance;
- assists other students in any of these acts.

Examples include but are not limited to: cutting and pasting text from the web without quotation marks or proper citation; paraphrasing from the web without crediting the source; using notes or a programmable calculator in an exam when such use is not allowed; using another person's ideas, words, or research and presenting it as one's own by not properly crediting the originator; stealing examinations or course materials; changing or creating data in a lab experiment; altering a transcript; signing another person's name to an attendance sheet; hiding a book knowing that another student needs it to prepare an assignment; collaboration that is contrary to the stated rules of the course, or tampering with a lab experiment or computer program of another student.

Appropriate Student Use of Class Notes¹

Note taking in class is essential. Sharing and discussing your notes with others in your class to further your understanding of concepts is also encouraged.

However, the organization, preparation, and presentation of materials in a class or other instructional setting represent the intellectual effort of the instructor. Instructors have an interest in protecting this intellectual effort and in assuring the accuracy of any public representations of their course lectures and presentations. The classroom should also be a place where instructors feel free to share with students the full range of information available in their subject areas. Broadly disseminating class notes beyond the classroom community or accepting compensation for taking and distributing classroom notes undermines instructor interests in their intellectual work product while not substantially furthering instructor and student interests in effective learning. Such actions violate shared norms and standards of the academic community.

Students may not distribute, via the Internet or other means, instructor-provided lecture notes or other instructor-provided materials, except to other members of the same class or with the express consent of the instructor.

See also: <https://www.cio.wisc.edu/CopyrightCompliancePlan.pdf>

¹ Courtesy of Kevin J. Upton, PhD Carlson School of Management- University of Minnesota

Marketing Management 300

Date		L/O	Required Reading/Topics	Activities ² /assignments
Week 1				
Introduction/expectations				
9/6/2016	Lec.		Download and review the syllabus on Moodle/Course overview	
9/7-8	Ds.		Introduction	How things work!
Week 2				
Marketing strategy overview				
9/12	Lec.	1, 4	Ch. 1 Marketing's Value	
9/14	Lec.	1, 4	Ch. 2 Marketing Strategy Planning	
9/15, 9/16	Ds.	4	Review lecture concepts for Ch. 1&2- Read group policy template	Groups prepare and present Ch. 1, 2 (7 pts) Discuss group policy
Week 3				
Assessing the playing field				
9/19	Lec.	1,2,4	Ch. 3 Evaluating opportunities	
9/21	Lec.	1,2,4	Ch. 3 Targeting & segmentation. PMP template & video	Complete intro. Quiz on Moodle by midnight.
9/22, 9/23	Ds.	2	PMP template and video. <i>Deadline to identify and email potential exam conflicts to your TA midnight 9/23</i>	Discuss your PMP questions re: target needs + strengths/weaknesses. Finalize group policy
Week 4				
Positioning/Differentiation				
9/26	Lec.	2,3,4	Ch. 4 Marketing Strategy- Positioning & differentiation	
9/28	Lec.		<i>Guest speaker: Michelle Gass Chief Merchandising and Customer Officer Kohl's</i>	Group policy due in dropbox by midnight.
9/29, 9/30	Ds.	1-3	Review lecture concepts Ch. 3&4	Final questions: PMP Group: Ch. 3, 4: (7pts.)
Week 5				
Target Consumer				
10/3	Lec.	3	Ch. 4/5 Consumer Behavior- Learning	
10/5	Lec.	1	Ch. 5 Consumer Buying Behavior- Target influencers	
10/6, 10/7	Ds.	1-4	Download and review group project description.	Group project overview. Groups: Ch. 5, 7 (7 pts.) Submit PMP by midnight 10/7.
Week 6				
Marketing research				
10/10	Lec.	1, 4	Ch. 7 Marketing Research- Basics	
10/12	Lec.	4	Ch. 7 Marketing Research: Interpreting results.	
10/13, 10/14	Ds.	4	Bring questions for Exam 1 review <i>Deadline to resolve all exam conflicts!</i>	Exam review
Week 7				
Pricing methods				
10/17	Lec.	1-4	Exam 1-in lecture	Exam 1 Ch. 1-5
10/19	Lec.	1,4	Ch. 18 Pricing- basics √ dropbox for PMP feedback	

² Topics subject to change depending on lecture feedback and current events. All exam dates are final.

10/20, 10/21	Ds.	4	Exam feedback exercise	Groups answer tough questions (2 pts. ec)
Date		L/O	Required Reading/Assignments	In-class Topics/activities²
Week 8			Pricing strategy	
10/24	Lec.	1,3,4	Ch. 17 Pricing and Motivation	
10/26	Lec.	1,3,4	Ch. 17 Pricing Policies	
10/27, 10/28	Ds.	4	Prepare for Group Pricing Quiz	Ch. 17, 18 (15 points).
Week 9			Place and planet earth	
10/31	Lec.	1,4	Ch. 10 Channel (Place)	Ad strategy due in dropbox by midnight.
11/2	Lec.	1,4	Ch. 10/11 Logistics Review Storyboard instructions	
11/3, 11/4	Ds.	1,4	No discussion: Check dropbox for strategy feedback. 11/4 Last day to drop classes	Groups meet for project: review feedback and develop storyboards
Week 10			Retail trends and product	
11/7	Lec.	1,4	Ch. 12 Retail and Wholesale trends	
11/9	Lec.	1,4	Ch. 12; Ch. 8 Product + Place	
11/10, 11/11	Ds.	4	Project/Exam questions.	Exam review Storyboards due to dropbox by midnight 11/11.
Week 11			Product planning	
11/14	Lec.	1-4	Exam 2-in lecture	Ch. 7,10,11,12,17,18
11/16	Lec.	2, 3	Ch. 8 Product – brand names	
11/17, 11/18	Ds.	4	Bring Final project questions. √ dropbox for Storyboard feedback	Groups answer tough questions (2 pts. ec).
Week 12			Brand management	
11/21	Lec.	1,3	Ch. 9 Product Management- USP Syllabus review quiz due by midnight	
11/23 TG	Lec.		No lecture: group work?	
11/24, 11/25	Ds.		No class: Happy Thanksgiving!	
Week 13			Promotion and IMC	
11/28	Lec.	1, 3	Ch. 13 Promotion and IMC	
11/30	Lec.	1, 3	Ch. 13 Promotion and IMC All groups submit presentation and presentation on Moodle by midnight.	
12/1, 12/2	Ds.	1-4	Groups present	Groups present
Week 14			Advertising and PR	
12/5	Lec.	1, 3	Ch. 15 Advertising strategy	
12/7	Lec.	1, 3	Ch. 15/16 Advertising and PR	
12/8, 12/9	Ds.	1-4	Groups present	Groups present
Week 15			New media and recap	
12/12	Lec.	3,4	Ch. 16 Promotion and social media	
12/14	Lec.	1-4	Ch. 19 Ethics/review	
12/15,12/16	Ds.		No discussions	
Final Exam				Locations: TBA

12/21/2016 Wednesday		1-4	Final exam 5:05-7:05 p.m.	<i>Ch. 8,9,13,15,16,19 + select prior topics</i>
-------------------------	--	-----	----------------------------------	--