

UHCC  
Fall 2015  
MON 6:00-9:00 PM  
MH 127

MARK 6A61-03  
SECTION 19901

MARKETING ADMINISTRATION

TEXT: Marketing Management  
Kotler/Keller 14th Edition

Paul Galvani  
☎: (713) 525-9555  
✉: [pgalvani@riviana.com](mailto:pgalvani@riviana.com)  
🌐: [www.bauer.uh.edu/pgalvani](http://www.bauer.uh.edu/pgalvani)

<u>DATE</u>	<u>CHAPTERS</u>	<u>PROJECT</u>
8/24	1, 2	
8/31	3, 4, 6	
9/7	Labor Day Holiday	
9/14	8, 11, (12*)	
<b>9/21</b>	<b>MID TERM EXAM</b>	<b>PART 1 DUE</b>
9/28	20, 14, 15	
10/5	17, 18, 13	
<b>10/12</b>	<b>PRESENTATIONS</b>	<b>PART 2 DUE</b>
<b>10/16 (FRIDAY)</b>	<b>FINAL EXAM</b>	

Chapter 12 will be on the Final **not** the Mid Term

POLICIES

1. Special make-up tests will be administered **ONLY** in **SPECIAL** situations and **ONLY** with prior permission. Make-up tests must be requested at least 48 hours prior to regular exam time. **NO EXCEPTIONS.**
2. Written assignments due at beginning of class period indicated on syllabus. **NO** late written assignments will be accepted. **NO EXCEPTIONS.**
3. Once a date/time has been established for your project presentation, there will be **NO RESCHEDULING** of this time.
4. Students must pass **FINAL EXAM** and **PROJECT PRESENTATION** in order to pass course.
5. Office hours by appointment.
6. The use of electronic dictionaries is forbidden during exams.
7. Cell phones **must** be turned off during class.
8. You will need 8½" x 11" blue NCS answer sheets for exams. **Form no. 4521.**
9. Exams are two hours.
10. During exams, students will not be allowed to leave the classroom and return.

GRADING

		<u>PROJECT</u>	
MID TERM	30	PART ONE	10
FINAL	35	PART TWO	10
PROJECT	30	PRESENTATION	<u>10</u>
CLASS PARTICIPATION	<u>5</u>	—	30
	100		

"Tell me and I'll forget.  
Show me and I may remember.  
Involve me and I'll understand."  
Chinese proverb

Revised 9/4/2015

**PROJECT: NEW PRODUCT MARKETING PLAN**

The objective of this project is to give you a concrete, practical, hands-on approach to learning the concepts and theories of Marketing. All of the steps you will be required to go through, as well as all the information you will need to complete your project, will be provided by the textbook and reinforced in the lectures. This "theoretical" approach has proven to be extremely successful in developing basic marketing skills.

The project itself involves developing a Marketing Plan for a NEW product/service which you will develop by finding an UNFULFILLED NEED in the marketplace. You will be working in teams of up to four people and will be allowed to choose your partners - but remember, you will be working with these people for the rest of the semester, so choose your partners carefully since grades are assigned to teams only.

Once you have an idea for a product, **CHECK WITH ME TO SEE IF IT IS ACCEPTABLE**. Failure to do so will result in **2 points** being deducted from your project grade. You should have found your team partners and have checked with me no later than the second week of class. Each of the two written assignments will be 8-12 typed, double-spaced pages. Each team turns in one written assignment each time. **NO EMAILS, PLEASE.**

The written assignments and oral presentation should be directed towards the VP of Marketing, President and other key executives. Your objective is to persuade your audience to approve and support the introduction of your product.

**WRITTEN ASSIGNMENTS: PRODUCT APPROVAL (no points)** Names of team members. Name of Pre-approved product/service

**PART 1: PRODUCT, TARGET MARKET(S), RESEARCH (10 POINTS)**

Describe the need you are filling. Describe your product and how you developed it. Develop a brand name (if applicable). Describe your target market(s) in detail.

Using the marketing research process as your guide, define your information requirements: What secondary data you need and where you will find it; what primary data you need and how will you obtain it. NOTE: You are not required to collect data. Describe your competitors (if applicable), both direct and indirect.

**PART 2: PRICING, DISTRIBUTION, MARKETING COMMUNICATION MIX (10 POINTS)**

Determine a price for your product. Be specific. Discuss your pricing objectives. Determine what demand will be. Be Specific. Select and describe the method of distribution for your product, including the channel intermediaries you will use. Be specific. It is not necessary to describe the physical distribution of your product unless there is something special about it.

Describe the use of each of the variables of the Marketing Communication Mix. Define your advertising objectives. Determine your advertising budget. Prepare a media plan.

**PRESENTATION (10 POINTS)**

You will present your project to the class, towards the end of the semester. Prepare a 15-minute presentation summarizing your work, including each of the major sections above. Allow an additional 5 minutes for detailed questioning.

**Academic Honesty:** The University of Houston Academic Honesty Policy is strictly enforced by the C. T. Bauer College of Business. No violations of this policy will be tolerated in this course. A discussion of the policy is included in the University of Houston Student Handbook, <http://www.uh.edu/dos/hdbk/acad/achonpol.html>. Students are expected to be familiar with this policy.

**Accommodations for Students with Disabilities:** The C. T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400), and present approved accommodation documentation to their instructors in a timely manner.

**Learning Goals**

Communication

Cross Disciplinary Competence

Critical Thinking

Ethical Reasoning

**Objective:** Students will demonstrate:

Effective written and oral communication skills in the development and presentation of a Marketing Plan

Ability to integrate different functional areas in solving business problems in the development of a Marketing Plan

Ability to analyze business situations and choose appropriate actions in the development of a Marketing Plan

Ability to identify ethical dilemmas and be able to recognize and evaluate alternative courses of action in the development of a Marketing Plan