

MARKETING ADMINISTRATION

MARK 6A61

Spring 2015

INSTRUCTOR: Dr. Alan. D. Lish
Email: adlish@uh.edu
Phone: 281-812-5392 (Home/Office)
512-940-3846 (Cell)

TIME: Sec. 20372 Tuesdays, 6-9pm, Mar. 24-May 15, 2015, MH 116

OFFICE: CBB Rm 528C
OFFICE HOURS: 1:15-4:15pm Tuesdays
1:15-2:15pm Thursdays, or by appointment

Course Description

This course provides the MBA candidate with an overview of marketing, including market segmentation, targeting, positioning and the marketing mix. It covers the fundamental building blocks of marketing, and how those fit together in order to create a comprehensive and effective marketing strategy.

- The course covers the frameworks of marketing strategy, including:
- how to create customer value,
- an introduction to consumer behavior
- the elements of pricing
- choosing and managing channel development
- the concepts of market segmentation and targeting.

The course's goal is to prepare MBA students for making critical strategic market decisions in today's business environment, and understanding the ramifications of strategy on finance, accounting, and human resources.

Course Objectives

Develop a comprehensive understanding of the components of marketing strategy, and provide a solid foundation for understanding the marketing mix.

Objectives include:

- Learn the framework of marketing strategy formation
- Learn how business can create value for their customers
- Learn about consumer behavior and the purchase process
- Understand how to segment and target potential customers
- Learn how various pricing strategies are evolved
- Learn how to develop and manage distribution channels

Here is some helpful information about how we will run our classes:

Class participation is encouraged. You may be asked to engage in discussions with classmates, the instructor or teaching assistants. Use this opportunity to get to know each other and to propel you into sharing what you know with the class.

Come to class every class. You can't participate if you're not in class.

Ask questions regularly. There will be other students wondering the same thing and you will help keep the class focused.

Quiz/exams. There are no quizzes or exams in this class.

Course Rules:

- Please arrive at class on time. If you are late, please shut the door quietly behind you and go to your seat without disrupting the class.
- When you come to class, please stay to the end. Class will end on time.
- Be considerate of your neighbor in class. Turn cell-phones to silent.
- All work must be independent unless otherwise specified.

Required materials:

There is a Harvard Business Publishing course pack (about \$42), which contains articles for the course. Because this is a short course, please purchase the packet PRIOR to the start of class and review prior to the first class. It is available at:

<https://cb.hbsp.harvard.edu/cbmp/access/32389960>

The MarketplaceLive marketing simulation (\$27). *Please do not attempt to purchase this simulation until instructed to do so.* Purchase instructions will be distributed at the first class.

There is also a PDF of the "22 Immutable Rules of Marketing" located in the "Course Content" area. You should review this material, as it will be used in some online and in-class discussions.

Blackboard:

This course makes extensive use of Blackboard. *All communications, grades, assignments, power points and other important information are disseminated using Blackboard.* If you are not familiar with Blackboard, you should make sure you become familiar with it. Ignorance of how to use, access, or navigate around Blackboard is not an excuse for missed assignments or work.

The University has a number of ways that you can become familiar with Blackboard if you need assistance. Please check online at www.uh.edu/blackboard/ for details.

Grading: Final grades will be determined as follows:

Component	Percentage	Additional Information
Assignments	50 pts	Assignments, TBA
Class participation	20 pts	Class discussions and some possible online questions
Simulation Performance Debriefings	30 pts (20) (10)	Each student will engage in a marketing simulation exercise using the MarketplaceLive simulation
TOTAL	100 pts	

Total Points Earned	Grade		
93 - 100	A	73 - 76	C
90 - 92	A-minus	70 - 72	C-minus
87 - 89	B-plus	67 - 69	D-plus
83 - 86	B	63 - 66	D
80 - 82	B-minus	60 - 62	D-minus
77 - 79	C-plus	<59	F

Class participation

You are expected to participate in this class. At the very least, class participation is based on your attendance in class (you can't participate if you're not there!). In addition, we encourage questions and discussions.

Late Work

Late assignments, either individual or team, are penalized 10% per day that they are late.

Unprofessional communication

Please act with courtesy and respect. There is absolutely no justification for vulgar, rude, impertinent, and demeaning communication directed towards team members, instructors, or administrative staff. Keep your communications professional and businesslike. **Please, NO bulk emails on Blackboard. There will be a penalty for any bulk email.**

Some acts are defined by the university to be unacceptable. See Student Disciplinary Policies and Procedures: http://www.uh.edu/dos/resources/disp_policies.php

Unprofessional conduct

Act professionally. There is no justification for threatening team members, instructors, or administrative staff or exhibiting disruptive behavior (e.g., slamming books on a table, screaming, etc.). Such conduct may have legal implications. Physical violence and threats of physical violence should be reported to the University Police. If you have disagreements with team members please exercise good judgment and keep your discussions courteous and respectful.

Some acts are defined by the university to be unacceptable. See Student Disciplinary Policies and Procedures: <http://www.uh.edu/dos/policies.html>

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/provost/policies/uhhonesty_policy.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.

Other Information:

This syllabus and accompanying class schedule are tentative and subject to change. Changes and/or additions will be announced on the Blackboard. **The instructor reserves the right to modify the course requirements, assignments, quizzes, exams, grading procedures, and other related policies as circumstances so dictate.** Students are expected to adhere at all

times to all applicable University, College, and departmental policies and regulations. **If you bring a cellular phone or pager to our class meetings, please make sure that these devices are in silent mode before class begins!**

MARK 6A61 Spring 2015 Class Schedule

Session	Topic	Deliverable
#1 March 24	Framework for marketing strategy formation 1,2	Review question #1
#2 March 31	Creating customer value 1 Creating customer value 2	
#3 April 7	Creating customer value 3 Consumer behavior and the buying process 1	Review question #2 MPL Q 1 due
#4 April 14	Consumer behavior 2 Consumer behavior 3	Review question #3 MPL Q 2 due
#5 April 21	Segmentation/targeting 1,2	Review question #4 MPL Q3 due
#6 April 28	Pricing 1,2	MPL Q4 due
#7 May 5	Pricing 3 Channel management 1	Review question #5 MPS Q5 due
#8 May 12	Channel management 2,3	MPL Q6 due
May 15	Simulation debriefing	Simulation debriefing