

# MARKETING ADMINISTRATION

## MARK 6A61

### Spring 2017

**INSTRUCTOR:** Dr. Alan. D. Lish  
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**TIME:** Sec. 20209 Tuesdays, 6-9pm, Mar. 21 – May 9, MH 116

**OFFICE:** CBB Rm 528C  
**OFFICE HOURS:** By appointment only

#### 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 how market research drives decisions and opportunities
- Understand how to segment and target potential customers
- Understand the process of developing products that meet market needs
- Learn how various pricing strategies are evolved
- Learn how to develop and manage distribution channels
- Learn about marketing communications and their role in the process

In addition, the Bauer College of Business sets the following learning goals for all MBA level classes:

- **Communication:** Students will demonstrate effective *written* and *oral* communication skills through class discussion and assignment submissions
- **Cross Disciplinary Competence:** Students will demonstrate ability to integrate different functional areas in solving business problems using concepts and tools from previous marketing and management courses in the simulation.
- **Critical Thinking:** Students will demonstrate ability to analyze business situations and recommend appropriate actions in the online simulation.
- **Ethical Reasoning:** Students will demonstrate ability to identify ethical dilemmas and be able to recognize and evaluate alternative courses of action by demonstrating this ability in class discussions.

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

***Class participation is required.*** You may be asked to engage in discussions with classmates or others. 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.

### **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 \$75), which contains articles for the course. Because this is a short course, please purchase the packet PRIOR to the start of class and review it prior to the first class. It is available at:

<http://cb.hbsp.harvard.edu/cbmp/access/61887386>

### **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/](http://www.uh.edu/blackboard/) for details.

**Grading:** Final grades will be determined as follows:

<b>Component</b>	<b>Percentage</b>	<b>Additional Information</b>
Weekly quiz	20%	Online weekly quizzes, one for each assigned reading
Written assignments	30%	Case assignments (two)
Class participation	20%	In-class discussions, weekly review questions, possible online discussion thread posts
Final exam	30%	Final
<b>TOTAL</b>	<b>100%</b>	

<b>Total Points Earned</b>	<b>Grade</b>		
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](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](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 or vibrate mode.***

## MARK 6A61 Spring 2017 Class Schedule

<b>Session</b>	<b>Topic*</b>	<b>Assignment</b>
#1: Tues., Mar. 21	Framework for marketing strategy formation	Week 1 quiz (due Mar. 24th by end of day)
#2: Tues, Mar. 28	Marketing intelligence	Week 2 quiz (due by 5pm)
#3: Tues, Apr. 4	Creating customer value	Week 3 quiz (due by 5pm)
#4: Tues., Apr. 11	Segmentation and targeting	Week 4 quiz (due by 5pm) Case #1 due by 6pm
#5: Tues., Apr. 18	Product policy	Week 5 quiz (due by 5pm)
#6: Tues., Apr 25	Developing and managing channels of distribution Marketing Communications	Week 6 quiz (due by 5pm) Week 7 quiz (by 5pm)
#7: Tues., May 2	Pricing strategy Class wrap up	Week 8 quiz (by 5pm) Case #2 due by 6pm
#8: Tues., May 9	<b>Final Exam (6pm-9m)</b>	<b>Final Exam</b>

\* all "Topics" readings should be completed prior to class