Marketing Administration
GEMBA/EMBA Class 14

Course Number: MARK 6361
Location: UCBB 412
Class Time: 5:30-9:30 pm

Spring 2016

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*: The syllabus is a general plan for the course; changes announced to the class by the instructor may be necessary. You are responsible for keeping up with any adjustments.
Course Description:

This course is designed to introduce you to the basic concepts of marketing. No prior background in marketing is assumed. The focus is on 1) identifying key marketing decisions faced by organizations and 2) applying marketing concepts to improve your decision making skills. For example, you will learn how to identify the most desirable market segments and come up with customer value propositions that maximize long-term profitability, or how to design products and build brands, set prices and incentives, manage distribution channels and sales forces, run promotion campaigns. A combination of lectures, class discussion, and cases will be used to facilitate understanding and integration of the material. The textbook chapters and articles indicated for a class session should be studied before you undertake an analysis of any accompanying case. Responsibility for learning rests primarily with the student, both in advance preparation for case discussion and in learning the exposition and resolution of the case in class. Attendance, thorough preparation and active participation in class discussion is therefore central to your success in this course.

Textbooks:


Cases:

2. TruEarth Healthy Foods: Market Research for a New Product Introduction (4065)
4. New York Life and Immediate Annuities (9-510-04)
5. Metabical: Positioning and Communications Strategy for a New Weight-Loss Drug (4240)
6. Grupo IUSACELL (A) (9-395-028)
7. Harrah’s Entertainment Inc. (9-502-011)

Articles:

1. Customer Value Propositions in Business Markets (R0603F)
2. Sales Force Management and Measurement (UV1417)
3. Customer Lifetime Value vs. Customer Lifetime Return on Investment (9-515-049)
5. Target Stores: The Hunt for “Unvolunteered Truths” (9-515-090)
6. Forecasting with Regression Analysis (9-894-007)
7. Digital Marketing (8224-HTM-ENG, Web Based HTML)
8. Thriving in a Big Data World (SMR472)
9. The Digitization of Just About Everything (ROT275)
### Schedule:

<table>
<thead>
<tr>
<th>Session</th>
<th>Date</th>
<th>Topic</th>
<th>Textbook Chapters</th>
<th>Cases Articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>1/21/16 (Th)</td>
<td>Introduction to Marketing &amp; Course Overview</td>
<td>KK 1, 2, 3, Chernev 1, 2, 3</td>
<td></td>
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<tr>
<td>02</td>
<td>1/25/16 (M)</td>
<td>Segmentation, Targeting &amp; Positioning</td>
<td>KK 5, 6, 7, Chernev 4, 5, 6, 14, 15</td>
<td>C1</td>
</tr>
<tr>
<td>03</td>
<td>1/28/16 (Th)</td>
<td>Managing Products &amp; Brands</td>
<td>KK 8, 9, 10, Chernev 8, 9, 16, 17</td>
<td>C2</td>
</tr>
<tr>
<td>04</td>
<td>2/1/16 (M)</td>
<td>Managing Prices &amp; Incentives</td>
<td>KK 11, Chernev 10, 11</td>
<td>C3, A1</td>
</tr>
<tr>
<td>05</td>
<td>2/4/16 (Th)</td>
<td>Managing Channels &amp; Sales Forces</td>
<td>KK 12, 13, 17, Chernev 13</td>
<td>C4, A2</td>
</tr>
<tr>
<td>06</td>
<td>2/8/16 (M)</td>
<td>Managing Communications</td>
<td>KK 14, 15, 16, Chernev 12</td>
<td>C5</td>
</tr>
<tr>
<td>07</td>
<td>2/11/16 (Th)</td>
<td>Managing Customer Relationships</td>
<td>KK 4</td>
<td>C6, C7, A3</td>
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<tr>
<td>08</td>
<td>2/15/16 (M)</td>
<td>Digital Marketing &amp; Big Data</td>
<td></td>
<td>A7, A8, A9</td>
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<tr>
<td>09</td>
<td>2/18/16 (Th)</td>
<td>Conjoint Analysis &amp; Predictive Analytics</td>
<td></td>
<td>A4, A5, A6</td>
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<tr>
<td>10</td>
<td>2/22/16 (M)</td>
<td>Marketing Plan Presentations</td>
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### Deliverables:

Your deliverables include individual quizzes (15%), team case analyses (30%), a team marketing plan (30%), an individual essay (5%), and individual in-class contributions (20%).

- The **individual quizzes** (15%) will be brief questions based on the assigned reading materials. Each quiz will be posted on the course’s Blackboard website one week prior to the due date. They are all open book.
• The **team case analyses** (30%) require each team to turn in a write up addressing the discussion questions assigned to each case. Each write up is due prior to the start of the session assigned for the case. Discussion questions, along with tips, will be posted on Blackboard one week prior to the due date. *You must first read and analyze the case yourself and develop your own perspective, before you meet with your team.* If you meet with your team without preparing your own individual case analysis first, you are letting yourself down by foregoing the major learning value of the case. You are also letting down your team by showing up unprepared.

To emulate as closely as possible the situations managers find themselves in at the time of the case, it is important that everyone works from a common frame of reference. It is valuable, and probably unavoidable, to bring your personal background to your case analysis. However, gathering any information or material from outside the case or your own personal experience reduces the common frame and can degrade the case discussion for others. Accordingly, you should treat the case as the entire body of information available in arriving at a conclusion. *You should NOT acquire extra knowledge from any other sources such as the Internet, the company, or third-party case analyses, which would be considered academic dishonesty for this course.*

Keep in mind each case is bound to lack some information that you would like to have in order to make a decision. As in real life, marketing decisions frequently must be made in the absence of perfect information. A case discussion is preparation for just such situations and thus the emphasis should be on applying the relevant course constructs in arriving at a well thought out conclusion while recognizing the key assumptions you have made about the unknown and the uncertain.

Furthermore, cases rarely contain an ideal solution to the decision problems highlighted in it. So do not expect a perfect all-encompassing solution at the end of each case discussion. In most cases, no such answer will emerge because each problem often has multiple alternative solutions, each involving different degrees of risk, cost and complexity of execution. The major benefit of case discussion is that it provides the participants with a perspective and a repertoire of ideas which non-participants will lack. Another benefit of the case discussion is that concepts which may appear theoretical in a textbook or article come to life when seen from the perspective of a case.

• The **team marketing plan** (30%) will require an in-class presentation during the final session, with a supporting PowerPoint deck to be turned in. More details about the team marketing plan will be provided during the first session.

Every team member is expected to participate actively in all aspects of the case analyses and the marketing plan. Your contribution to these deliverables will be evaluated by your team members. Specifically, each member will evaluate, at the end of the course, the contributions made by the other team members on a 100-point scale. Your **team contribution score** will be the average of peer evaluations, which in turn will determine the proportion of your team’s grades that you will get credit for.
• The **individual essay** (5%) will be a concise summary of the major takeaways from this course and a reflection upon how they may help advance your career or the organization you work for. There is no length requirement for the essay, which is to be turned in prior to the start of the final session.

• **Individual in-class contributions** (20%) recognize the critical role of peer-to-peer learning. You are encouraged to share your experiences and background with your classmates. Your in-class contribution score incorporates both your peers’ recognition of your contributions to their learning and your professor’s assessments of your contributions to in-class discussions.

Examples of highly valued contributions to the in-class learning experience of others include: proactively starting a discussion, pursuing the logic advanced by others, offering constructive criticism, asking pertinent questions, offering valuable material for discussion at appropriate times, summarizing multiple comments into a cohesive whole, emphasizing generalizable learning points, sharing economic and financial analysis, staying within the bounds of the case, justifying recommendations based on rigorous calculations.

Examples of negative contributions include: lack of preparation, unconstructive or irrelevant comments, simple repetition of a prior comment, distracting classmates, case analyses based on information gathered outside the case or outside your personal experience, using electronic devices in class for non-class purposes.

If you have any barriers to contributing extemporaneously in class, please discuss these with your professor prior to the third class meeting.

**Grading Distribution:**

- 92-100 A (there is no A+)
- 91,90,89,88 A-
- 87,86,85,84 B+
- 83,82,81,80 B
- 79,78,77,76 B-
- 75,74,73,72 C+
- 71,70,69,68 C
- 67,66,65,64 C-
- 63,62,61,60 D
- 59-0 F

**Administrative Matters:**

1. Please silence cell phones and do not use laptops or pads for any activity other than classroom activity (e.g., notes). If you need to take a call, please feel free to step out of the classroom.
2. If you are not prepared for class, please let your professor know at the beginning of the class.
3. This is your course. We will work together to insure it is a valuable accomplishment. Please be assertive in reaching out to your professor to ensure that you are getting the most out of it.

4. 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/shared-interest/policy-guidelines/honesty-policy/. Students are expected to be familiar with this policy.

5. 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.

6. Office hour: By appointment.