ITT Technical Institute

MK4530

Marketing Management

Onsite Course

SYLLABUS

Credit hours: 4.5

Contact/Instructional hours: 45 (45 Theory Hours)

Prerequisite(s) and/or Corequisite(s):

Prerequisites: EN3220 Written Analysis or equivalent, MA3110 Statistics or equivalent

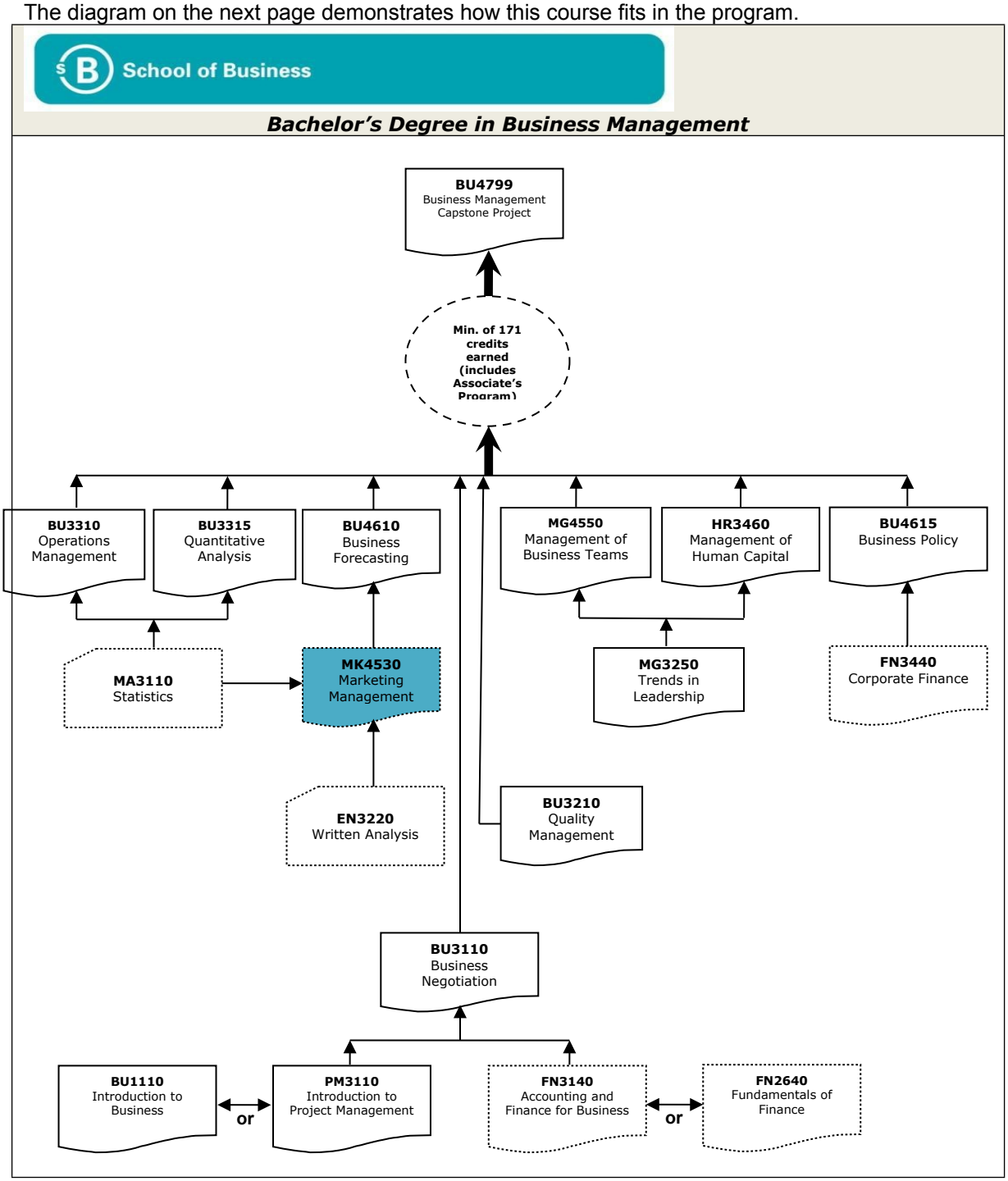
Course Description:

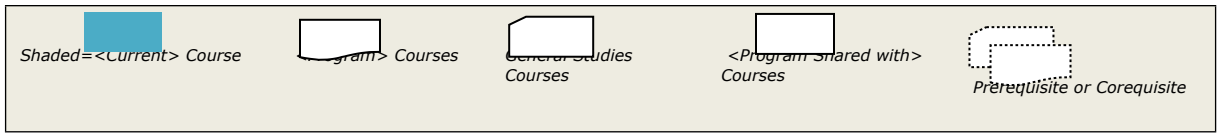
This course presents perspectives of marketing management and the role of the marketing manager in the organization. Students will review structure, attributes and processes of a knowledge-based enterprise. Focus is on the design and implementation of marketing/sales systems, measuring outcomes, impacts, and benefits of marketing strategy and tactics. Students will review the management of information and knowledge in organizations.

Where Does This Course Belong?

This course is required for the Business Management program and it is a core course. The content area is a management focus in the School of Business. This program exposes students to fundamental knowledge and skills utilized in entry-level business positions. Students are exposed to a variety of concepts in marketing, sales, accounting, communications, finance and management. Students are also exposed to teamwork concepts, technology, and problem solving.

The diagram on the next page demonstrates how this course fits in the program.

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Prerequisite or Corequisite

Course Summary

Major Instructional Areas

1. Marketing philosophy and strategy
2. Framework for strategic marketing
3. Analyses for decision-making
4. Understanding consumer behavior
5. Organizational buying behavior
6. Global markets structure and competitive analysis
7. Marketing management and strategic decision-making
8. New product/services development
9. Pricing strategies and models
10. Advertising and communications strategy
11. Sales promotion and practices
12. Channels of distribution
13. Sales management
14. Customer relations management

Course Objectives

1. Apply knowledge management in a marketing environment.
2. Apply management practices with marketing personnel.
3. Evaluate and make marketing decisions using marketing metrics.
4. Identify outputs, benefits, and value of an effective management system.
5. Create a marketing project(s) for accumulating knowledge from a global society and acting on it to meet organizational goals.

Learning Materials and References

Required Resources

Textbook Package	New to this Course	Carried over from Previous Course(s)	Required for Subsequent Course(s)
Dhar, R. & Winer, R. (2011). *Marketing management* (4th ed.). Upper Saddle River, NJ: Prentice Hall.	■		

Recommended Resources

Professional Associations

- American Marketing Association: http://www.ama.org
- Sales & Marketing Executives Association International: http://www.sempo.org

ITT Tech Virtual Library Resources

You can locate the following resources using the following path on the ITT Tech Virtual Library site:

ITT Tech Virtual Library> Periodicals> EbscoHost> Search by author or article title.

- Alvarez, L. S., Casielles, R. V., & Martin, A. M. D. (2011) Analysis of the role of complaint management in the context of relationship marketing. *Journal of Marketing Management 27* (1), 143-164. (0267-257X)
- Brei, V., & Bohm, S. (2011). Corporate social responsibility as cultural meaning management: a critique of the marketing of 'ethical' bottled water. *Business Ethics: A European Review,* 20 (3), 233-252. (0962-8770)
- Cree, P. D. (2011). *Elusive growth: Why prevailing practices in strategy, marketing and management education are the problem, not the solution*. *64* (11), 16-16. (00123242) (0012-3242)
- Gerhard, D., Brem, A., Baccarella, C., & Voigt, K. (2011). Innovation management and marketing in the high-tech sector: A content analysis of advertisements. *International Journal of Management 28* (1), 330-348. (0813-0183)
- McHenry, B. J., & Culbertson, S.S. (2011) When do chief marketing officers have influence on top management teams? *Academy of Management Perspectives 25* (2), 79-80. (1558-9080)
- Mollenkopf, D. A., Frankel, R., & Russo, I (2011). Creating value through returns management: Exploring the marketing-operations interface. *Journal of Operations Management 29* (5), 391-403. (0272-6963)
- Ndubisi, N. O., & Matanda, M. J. (2011). Industrial marketing strategy and B2B management by SMEs. *Industrial Marketing Management 40* (3), 334-335. (0019-8501)
- Se Sarlo, L. (2011). Lack of proper list management is hurting the ROI of email marketing. *New Media Age* (1364-7776)
- Shirazi, S. M., & Som, A. M. (2011). Destination management and relationship marketing: Two major factors to achieve competitive advantage. *Journal of Relationship Marketing 10* (2), 76-87. (1533-2667)
- Tadajewski, M., & Hewer, P. (2011), From the new editors - welcome to the journal of marketing management. *Journal of Marketing Management 27* (1), 1-7. (0267-257X)

Books and Publications

Note: These are not available on the ITT Tech Virtual Library and are not required to complete the course assignments. They may be of interest to you during this course or in your current or future job.

- Dhar, R., & Winer, R. (2011). *Marketing management* (4th ed,). Upper Saddle River, NJ: Prentice Hall.
- Burk, M. (2010). *The marketing plan handbook* (4th ed.). New York, NY: Pearson Education.

- Cialdini, R. (2007). *Influence: The psychology of persuasion* (4th ed.). New York, NY: Harper Collins.
- Holmes, C. (2008). *The ultimate sales machine* (4th ed.). New York, NY: Penguin.
- Kennedy, D. (2006). *The ultimate marketing plan* (3rd ed.). Cincinnati, OH: Adams Media Corporation.
- Kim, W. C. (2005). *Blue ocean strategy: How to create uncontested market space and make competition irrelevant*. Boston: Harvard Business Press.
- Moore, G. (2002). *Crossing the chasm* (2nd ed.). New York, NY: Harper Collins.
- Moore, G. (2004). *Inside the tomato* (2nd ed.). New York, NY: Harper Collins.
- Trout, J., & Reis, A. (2000). *Positioning: The battle for your mind* (3rd ed.). New York, NY: The McGraw Hill Company.
- Trout, J., & Reis, A. (2000). *The 22 immutable laws of marketing* (3rd ed.). New York, NY: The McGraw Hill Company.
- Wilson, R. F. (2001). *Planning your internet strategy.* Hoboken, NJ: John Wiley and Sons.

Professional Associations

- American Marketing Association: http://www.ama.org
- Sales & Marketing Executives Association International: http://www.smei.org/
- Sales and Marketing International: http://www.sempo.org

NOTE: All links are subject to change without prior notice.

Information Search

Use the following keywords to search for additional online resources that may be used for supporting your work on the course assignments:

- Marketing
- Strategic
- 4-Ps
- Marketing mix
- Market niche
- Segmentation
- Market potential
- Branding
- Consumer behavior
- Psychographics
- Sales forecast
- Product life cycle
- Break-even analysis
- Supply chain
- Integrated communications
- Marketing audit

Course Plan

Suggested Learning Approach

In this course, you will be studying individually and within a group of your peers. As you work on the course deliverables, you are encouraged to share ideas with your peers and instructor, work collaboratively on projects and team assignments, raise critical questions, and provide constructive feedback.

Use the following advice to receive maximum learning benefits from your participation in this course:

DO	DON’T
▪ Do take a proactive learning approach. ▪ Do share your thoughts on critical issues and potential problem solutions. ▪ Do plan your course work in advance. ▪ Do explore a variety of learning resources in addition to the textbook. ▪ Do offer relevant examples from your experience. ▪ Do make an effort to understand different points of view. ▪ Do connect concepts explored in this course to real-life professional situations and your own experiences.	▪ Don’t assume there is only one correct answer to a question. ▪ Don’t be afraid to share your perspective on the issues analyzed in the course. ▪ Don’t be negative about the points of view that are different from yours. ▪ Don’t underestimate the impact of collaboration on your learning. ▪ Don’t limit your course experience to reading the textbook. ▪ Don’t postpone your work on the course deliverables – work on small assignment components every day.

Course Outline

Unit 1: DISCOVERING THE MARKETING PROCESS

Out-of-class work: *4 hours*

Upon completion of this unit, students are expected to:

- Identify and define key marketing terms and concepts.
- Describe the marketing function(s) within various enterprise organizations and industries.
- Evaluate the marketing organizational structure in business enterprise.
- Analyze marketing's role in the contemporary business environment.

READING ASSIGNMENT	GRADED ACTIVITIES / DELIVERABLES		
	Grading Category	**Activity/Deliverable Title**	**Grade Allocation** (% of all graded work)
• Dhar & Winer, Chapters 1 and 2	Assignment	Unit 1 Assignment 1: What Is Marketing in Today's Economy?	2%
	Quiz	Unit 1 Quiz 1	1%

Unit 2: CONDUCTING MARKET ANALYSES

Out-of-class work: *4 hours*

Upon completion of this unit, students are expected to:

- Identify and define key marketing terms and concepts.
- Understand managing the role of market research.
- Assess qualitative and quantitative research methodologies.
- Understand market potential evaluation.
- Identify various market forecasting techniques and assessment models.
- Explain the competitive and global facets of marketing a product or service, and apply these concepts to a case study.
- Use the resources of the ITT Tech Virtual Library to research marketing issues and to complete marketing projects.

READING ASSIGNMENT	GRADED ACTIVITIES / DELIVERABLES		
	Grading Category	**Activity/Deliverable Title**	**Grade Allocation** (% of all graded work)
• Dhar & Winer, Chapter 3	Assignment	Unit 2 Assignment 1: Market Analysis Study	2%
	Quiz	Unit 2 Quiz 2	1%

Unit 3: UNDERSTANDING CONSUMER MOTIVATION AND BEHAVIOR

Out-of-class work: *8 hours*

Upon completion of this unit, students are expected to:

- Identify and define key marketing terms and concepts.
- Describe market segmentation and positioning.
- Evaluate Maslow's Hierarchy of Needs.
- Participate in the peer review process.
- Identify psychological drivers of purchasing decision-making.
- Explain the purchasing process.
- Categorize how market segments are created and used for marketing purposes, and apply these concepts to a case study.
- Use the resources of the ITT Tech Virtual Library to research marketing issues and to complete marketing projects.

READING ASSIGNMENT	GRADED ACTIVITIES / DELIVERABLES		
	Grading Category	**Activity/Deliverable Title**	**Grade Allocation** (% of all graded work)
• Dhar & Winer, Chapters 4 & 5	Assignment	Unit 3 Assignment 1: Market Segmentation & Positioning Study	2%
	Quiz	Unit 3 Quiz 3	1%

Unit 4: DEFINING THE STRUCTURE OF MARKETS AND GLOBAL COMPETITION

Out-of-class work: *8 hours*

Upon completion of this unit, students are expected to:

- Identify and define key marketing terms and concepts.
- Contrast the differences in consumer and industrial markets.
- Explain the constructs of domestic and global markets.
- Analyze the macroeconomic and geopolitical landscape of world markets.
- Evaluate the differences between comparative and competitive advantage.
- Explain the competitive and global facets of marketing a product or service, and apply these concepts to a case study.
- Use the resources of the ITT Tech Virtual Library to research marketing issues and to complete marketing projects.

READING ASSIGNMENT	GRADED ACTIVITIES / DELIVERABLES		
	Grading Category	**Activity/Deliverable Title**	**Grade Allocation** (% of all graded work)
• Dhar & Winer, Chapter 6	Assignment	Unit 4 Assignment 1: Comparative and Competitive Analysis	2%
		Unit 4 Assignment 2: Market Structure Analysis	5%
	Quiz	Unit 4 Quiz 4	1%

Unit 5: MANAGING THE MARKETING FUNCTION AND MAKING STRATEGIC DECISIONS

Out-of-class work: *8 hours*

Upon completion of this unit, students are expected to:

- Identify and define key marketing terms and concepts.
- Describe the impact of branding in crafting product-service recognition.
- Define the process for constructing strategic marketing decisions.
- Analyze methods for creating and managing marketing product(s)-service marketing solutions.
- Evaluate marketing ROI (return-on-investment) and its impact on marketing decision making.
- Use the resources of the ITT Tech Virtual Library to research marketing issues and to complete marketing projects.

READING ASSIGNMENT	GRADED ACTIVITIES / DELIVERABLES		
	Grading Category	**Activity/Deliverable Title**	**Grade Allocation** (% of all graded work)
• Dhar & Winer, Chapter 7	Assignment	Unit 5 Assignment 1: Applying “First Mover Advantage” Theory	2%
	Quiz	Unit 5 Quiz 5	1%

Unit 6: COMPARING THE FUNCTIONS AND ROLES OF PRODUCTS AND SERVICES IN MARKETING

Out-of-class work: *10 hours*

Upon completion of this unit, students are expected to:

- Identify and define key marketing terms and concepts.
- Analyze the new product development process.
- Explain psychographics and niche markets.
- Describe the concept of experiential marketing.
- Evaluate how vertical and horizontal integration relate to the marketing process.

READING ASSIGNMENT	GRADED ACTIVITIES / DELIVERABLES		
	Grading Category	**Activity/Deliverable Title**	**Grade Allocation** (% of all graded work)
• Dhar & Winer, Chapter 8	Assignment	Unit 6 Assignment 1: Psychographics vs. Demographics	2%
	Quiz	Unit 6 Quiz 6	1%

Unit 7: EVALUATING PRICING MODELS

Out-of-class work: *10 hours*

Upon completion of this unit, students are expected to:

- Identify and define key marketing terms and concepts.
- Describe industry and product life cycles.
- Explain elasticity of demand.
- Analyze the pricing process.
- Summarize pricing models as a key marketing criterion.
- Use the resources of the ITT Tech Virtual Library to research marketing issues and to complete marketing projects.

READING ASSIGNMENT	GRADED ACTIVITIES / DELIVERABLES		
	Grading Category	**Activity/Deliverable Title**	**Grade Allocation** (% of all graded work)
• Dhar & Winer, Chapter 9	Assignment	Unit 7 Assignment 1: Proposing a Pricing Strategy	2%
	Project	Unit 7 Project 1: Building a Balanced Scorecard (Assigned in Unit 2)	15%
	Quiz	Unit 7 Quiz 7	1%

Unit 8: ANALYZING ADVERTISING AND COMMUNICATIONS STRATEGIES

Out-of-class work: *10 hours*

Upon completion of this unit, students are expected to:

- Identify and define key marketing terms and concepts.
- Explain how companies create ad campaigns.
- List and define the steps in framing a media strategy.
- Differentiate the stages of advertising strategy.
- Discuss socially responsible public relations paradigms.
- Discuss the importance of advertising in today's fast-changing environment.
- Define an effective communications strategy.
- Apply and define the management thinking affecting a firm's ad decisions.

READING ASSIGNMENT	GRADED ACTIVITIES / DELIVERABLES

	Grading Category	Activity/Deliverable Title	Grade Allocation (% of all graded work)
• Dhar & Winer, Chapters 10 & 11	Assignment	Unit 8 Assignment 1: Applying "First-Mover" Market Advantage Strategy	2%
	Quiz	Unit 8 Quiz 8	1%

Unit 9: DISCOVERING THE ROLE OF SALES PROMOTION IN THE MARKETING MIX

Out-of-class work: *15 hours*

Upon completion of this unit, students are expected to:

- Identify and define key marketing terms and concepts.
- Describe the major strategies for promoting new products.
- Apply how organizations maximize the profits from the total product line.
- Differentiate the key issues related to initiating and responding to sales promotion changes.
- Overview the stakeholder mission.
- Evaluate managing a sales force.
- Identify the major promotion alternatives open to a company.
- Debate how companies select, motivate, and evaluate sales promotions.
- Discuss the importance of managing promotion in the marketing mix.

READING ASSIGNMENT	GRADED ACTIVITIES / DELIVERABLES		
	Grading Category	Activity/Deliverable Title	Grade Allocation (% of all graded work)
• Dhar & Winer, Chapters 12 & 13	Assignment	Unit 9 Assignment 1: Preparing a Stakeholder Model	2%
	Research Paper	Unit 9 Research Paper 1: Developing a CSI (Customer Satisfaction Index) for a Global Airline (assigned in Unit 1) (PORTFOLIO)	10%
	Quizzes	Unit 9 Quiz 9	1%

Unit 10: THE VALUE CHAIN: CONTRASTING DIFFERENT CHANNELS OF DISTRIBUTION

Out-of-class work: *15 hours*

Upon completion of this unit, students are expected to:

- Evaluate the roles of retailers in the distribution channel.
- Debate the major retailer marketing decisions.
- Discuss the major trends and developments in retailing.
- Differentiate the major types of wholesalers and their marketing decisions.
- Differentiate the five promotion mix tools for communicating customer value.
- Evaluate the changing communications landscape.
- Describe the communications process and the steps in developing marketing communications.
- Apply the methods for setting the promotion budget.

READING ASSIGNMENT	GRADED ACTIVITIES / DELIVERABLES		
	Grading Category	Activity/Deliverable Title	Grade Allocation (% of all graded work)

• Dhar & Winer, Chapters 14 & 15	Assignment	Unit 10 Assignment 1: Prepare an Operations Management Plan for a Best Buy Store	2%
	Presentation	Unit 10 Presentation 1: Team PowerPoint Presentations on the U.S. Auto Industry (assigned in Unit 5)	15%
	Quizzes	Unit 10 Quiz 10	1%

Unit 11: EVALUATING 21ST CENTURY CRM (CUSTOMER RELATIONSHIP MARKETING)

Out-of-class work: *8 hours*

Upon completion of this unit, students are expected to:

- Evaluate the role of creating sustainable customer relationships.
- Discuss the major role of customers in crafting marketing decisions.
- Discuss the major trends and developments in services marketing.
- Differentiate the major types of services and their marketing decisions.
- Differentiate customer service tools for communicating product-service value.
- Evaluate the changing communications landscape.
- Describe the CRM process.
- Apply marketing management to creating customer capital decision-making.

READING ASSIGNMENT	GRADED ACTIVITIES / DELIVERABLES		
	Grading Category	**Activity/Deliverable Title**	**Grade Allocation** (% of all graded work)
• Review notes and previous course readings for final exam	Project	Unit 11 Project 2: Preparing an Experiential Marketing Plan	15%
	Exam	Unit 11 Final Exam	10%

Note: Your instructor may add a few learning activities that will change the grade allocation for each assignment in a category. The overall category percentages will not change.

Evaluation and Grading

Evaluation Criteria
The graded assignments will be evaluated using the following weighted categories:

Category	Weight
Assignment	25%
Project	30%
Presentation	15%
Research Paper	10%
Quiz	10%
Exam	10%
TOTAL	**100%**

Grade Conversion
The final grades will be calculated from the percentages earned in the course, as follows:

Grade	Percentage	Credit
A	90–100%	4.0
B+	85–89%	3.5
B	80–84%	3.0
C+	75–79%	2.5
C	70–74%	2.0
D+	65–69%	1.5
D	60–64%	1.0
F	<60%	0.0

Academic Integrity

All students must comply with the policies that regulate all forms of academic dishonesty, or academic misconduct, including plagiarism, self-plagiarism, fabrication, deception, cheating, and sabotage. For more information on the academic honesty policies, refer to the Student Handbook and the Course Catalog.

(End of Syllabus)