MBA Marketing for Decision Making

Spring 2013

Professor: Sengun Yeniyurt, Ph.D.
Office: Room 970, 1 Washington Park
Phone: 973 353 3442
Email: yeniyurt@business.rutgers.edu
Office Hours: Before and after class, or by appointment
Classroom: Jersey City – Room A
Time: Monday 6 - 9 PM
Course Web Page: blackboard.rutgers.edu

COURSE OBJECTIVE
The purpose of the course is to offer a basic understanding of the nature and role of marketing in the firm and in society. Students will gain knowledge regarding the marketing decisions of price, place, promotion, product, develop an understanding of consumer behavior, market research, social and cultural factors affecting marketing. At the end of the course, the students should be able to develop effective marketing plans for products and services.

TEXTBOOK
Textbook: Kotler and Keller, Marketing Management, (14th edition), Pearson, 2011. 13th edition can also be used. Online version is also acceptable.

COURSE STRUCTURE
The course will focus on the activities performed by a typical marketing department in an average company. To assist you in this endeavor and to help ensure the objective of the class is achieved, each class section will be conducted as follows:

1. The article assigned for the class session will be discussed, with each class member taking an active part in the discussion, with particular consideration being given to the relevance and significance of the article’s content to marketing management.
2. Various marketing topics will be presented by the instructor.
3. Marketing Plan related issues will be discussed.

Policies:
• Please adhere to professional behavior in class. Refrain from chatting, reading the newspaper, answering phones, wearing headsets etc. Such behavior is disruptive and discourteous.
• Please do not call the SCM and Marketing Sciences Department about grades and other course information. The secretaries in the Department will not have this kind of information.
• Important announcements will be made in class and posted on course web page.
• Final course grades are final. Changes will only be made if there is a mistake in the calculation of the final grade.
• Accommodating students with special learning needs: In accordance with the university policy, students with documented sensory and/or other learning disabilities should inform the professor, so that their special needs may be accommodated.

STUDENT EVALUATION
The evaluation of your performance in this class encompasses all areas of the course in which it is anticipated that you will be actively involved.

The grading criteria are:

<table>
<thead>
<tr>
<th>Article Summaries (5 total)</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midterm Exam</td>
<td>25</td>
</tr>
<tr>
<td>Final Exam</td>
<td>35</td>
</tr>
<tr>
<td>Term Paper – Marketing Plan Audit</td>
<td>20</td>
</tr>
<tr>
<td>Attendance and Class Participation</td>
<td>10</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Final grade will be based on the final scores: 93+=A, 80+=B, 70+=C, and 60+=D. Grades will be posted on the class website on a regular basis. Please review the postings and communicate with me if there are any discrepancies. Point totals are NOT rounded up at the end of the semester.

Article Summaries
The articles to be discussed in this class have been selected because they provide insights into basic and fundamental ideas and concepts that impact the marketing activities of every organization. To help ensure that these insights are fully understood and appreciated, each week, in anticipation of class discussion, you will write a summary of the article that is to be discussed during the class session. You are required to complete five summaries during the semester. There are a total of eight articles that can be summarized. Students have to summarize only five of the eight articles assigned. There will be no rewards for completing more than five summaries. The Summary consists of two parts. Part A consists of a list of key concepts and ideas in the article, including a brief description of each concept/idea. Part B consists of a description of the applicability of each concept/idea and the implications of its application in the business world. You can discuss the applicability of the concepts/ideas to all businesses or, more specifically, how they apply to the firm where you work(ed), or the firm assigned for the term project. In the process of considering the article you should critically analyze what the author has to say (i.e., determine what is good about what the author has to say, and what is not so good, and why). A description of the format of the Article Summary and a sample page are presented at the end of the syllabus. Each Summary will be exactly one page in length. They will be graded on the basis of its insightfulness, completeness, and conciseness. The summaries will be turned in following the discussion of the article. Consequently, make certain that you bring a copy of each
Summary to class. **There is a 10% penalty for email submissions and a 20% penalty for each day a summary is late.**

**Exams**

There will be two exams, one midterm and one final. The midterm will cover the material indicated on the course schedule and the final exam will be cumulative. Exams will be closed book and closed notes. You will be allowed 3 hours to complete each exam. Make-up exams are not encouraged, however if it is absolutely necessary to miss an exam, notification must be given BEFORE the exam in a written form. Otherwise a make-up exam will not be allowed. Make-up exams will be given during my office hours for those with well-documented excused absences. Any makeup must be completed before the exams are returned to the class, which generally will be the session following the exam. **Suggestions for studying for the exams: Attend the class and listen to in class discussions.**

**Term paper – Marketing Plan Audit**

Each student will be assigned the task of developing a Marketing Plan Audit covering the major topic areas discussed in class, with respect to a major brand. A list of potential target brands will be provided to the class and each student will submit a request of the brand that he/she wants to audit. Brands will be assigned on a first-come first-served basis. A basic outline of the expected manuscript will be provided by the professor.

Each term paper will be bound, with a clear front cover and solid black cover. The cover page will be followed by a Table of Contents, an executive summary (1 page long) and then the body of the plan using the format provided. Each page, beginning with the table of contents, will have a header with the company name on the left and the page number and the total number of pages on the right. Page numbering starts with the Table of Contents, which is page number 1. A double line will cross the page below the contents of the header. There will also be a footer with the course title on the left and semester on the right, and a double line on top. Not adhering to these conditions will result in a lowering of the grade.

**Attendance and Participation**

Your in class participation will be graded based on your participation to class discussion. The quality of your comments are as important and their quantity. Attendance will be taken and a student can miss as much as 2 sessions without a penalty. There will be a %10 reduction in attendance and participation grade for each absent day starting with the 3rd absence.

**Articles:**


**TENTATIVE COURSE OUTLINE**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Book Chapter</th>
<th>Assignment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/28</td>
<td>Course Introduction</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2/4</td>
<td>Marketing and its role in organizations</td>
<td>Article 1: “Marketing Myopia”</td>
<td>1 &amp; 2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Article Summary 1</td>
</tr>
<tr>
<td>2/11</td>
<td>Marketing Research</td>
<td>Article 2: “Marketing When Customer Equity Matters”</td>
<td>3 &amp; 4</td>
</tr>
<tr>
<td>2/18</td>
<td>Consumer Behavior</td>
<td></td>
<td>5, 6, 7</td>
</tr>
<tr>
<td>2/25</td>
<td>Marketing Strategy</td>
<td>Article 3: “The Core Competence of the Corporation”</td>
<td>8, 10, 11</td>
</tr>
<tr>
<td>3/4</td>
<td>Product Management</td>
<td>Article 4: “Break Free from the Product Lifecycle”</td>
<td>9, 12, 13</td>
</tr>
<tr>
<td>3/11</td>
<td>Brand Management</td>
<td>Article 5: “Building Customer Based Brand Equity”</td>
<td></td>
</tr>
<tr>
<td>3/18</td>
<td>SPRING BREAK</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3/25</td>
<td>MIDTERM EXAM</td>
<td>1-13</td>
<td></td>
</tr>
<tr>
<td>4/1</td>
<td>Pricing</td>
<td>Article 6: “Realize your Customers’ Full Profit Potential”</td>
<td>14</td>
</tr>
<tr>
<td>4/8</td>
<td>Distribution and Supply Chain Management</td>
<td>Article 7: “Rethinking Distribution: Adaptive Channels”</td>
<td>15, 16</td>
</tr>
<tr>
<td>4/15</td>
<td>Integrated Marketing Communications</td>
<td>Article 8: “Getting the most out of Advertising and Promotion”</td>
<td>17, 18, 19</td>
</tr>
<tr>
<td>4/22</td>
<td>Global Marketing</td>
<td></td>
<td>21</td>
</tr>
<tr>
<td>4/29</td>
<td>REVIEW</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5/6</td>
<td>FINAL EXAM</td>
<td>All</td>
<td>TERM PAPER DUE</td>
</tr>
</tbody>
</table>

**This schedule may be amended at any time as necessary based on the Instructor’s discretion**
Article Summaries

The format of a summary is as follows:

1. The paper has one inch margins on all sides
2. Header – approximately .4 inches from the top with your name to the left, with double line lower border.
3. Summary Title centered at the top of the page just below the header.
4. Part A – after one single space, “Part A. Basic Concepts and Ideas” in bold print, followed by your numbered list of concepts/ideas and their short description using your own words, indented, in 12 point font times new roman, single spaced, justified on both sides.
5. Part B – separated from Part A by double space with the heading “Part B. Implications for Application” followed by your numbered list of implications for organizations in the same format as Part A.
6. Footer – approximately .4 inches from the bottom of the page consisting of the course number and name on the left and date on the right with double line upper border.

Example:

John D. Smith

Summary Title

Part A. Basic Concepts and Ideas

1. ………………………………………………………………..
   ………………………………………………………………..
   …
2. ……………………………………………………………..
   ……………………………………………………………..
   …
3. ……………………………………………………………..

Part B. Implications for Application

2. ……………………………………………………………..
   ……………………………………………………………..
   …
3. ……………………………………………………………..
   ……………………………………………………………..
   …