

Syllabus and Course Outline
Marketing Strategy (MBA670-50, three credit hours)
University of Indianapolis, Semester II, 2007/2008 (spring)
Mondays 5:45 – 8:45 p.m.
206 Esch Hall

Instructor

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Emeritus Professor of Communication, Indiana State University

Dan P. Millar, Ph.D., APR, Fellow PRSA, serves as President of Millar Communication Strategies (MCSi) in Indianapolis, Indiana. MCSi is an award-winning full-service integrated marketing communication firm serving clients in the U.S. and abroad. Dan has more than 40 years in public relations, marketing, university teaching, research and consulting. Dr. Millar has been a professor of public relations at Central Michigan University, Indiana State University, and adjunct faculty at Butler University, University of Indianapolis and the University of Wyoming. He is past president of the Central States Communication Association, Hoosier Chapter of the Public relations Society of America, and the Indianapolis Chapter of the International Association of Business Communicators. Dan is author or co-author of seven books, four on crisis communication: *Crisis Management and Communication* (1998, 2002), *Planning for Crisis* (2002), and *Responding to Crisis* (2004). The latter received the PRide Award from the Public Relations Division of the National Communication Association. He has served as a Senior Consultant with the Institute for Crisis Management.

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No office hours — appointments by arrangement

Office e-mail is the best method for reaching the instructor. A campus mail drop has been assigned in the Graduate Business Programs office (Esch Hall, basement), so that individuals may leave materials. However, the campus mail will only be checked weekly unless notified that work has been left there.

Textbook

Marketing Management 13e

By Phillip Kotler and Kevin Lane Keller

Prentice Hall, 2009

ISBN 978-0-13-600998-B

Purpose of the Course

The course will introduce the student to the basic concepts, principles and applications to marketing opportunities. An overarching course objective is to enhance student abilities to understand and cooperate with marketing departments or agencies in their workplace.

Nature of the Course

The course will include a combination of lecture and practical exercises including student presentations. In addition, guest lecturers from appropriate specialty fields will provide for broadened perspectives.

Classroom discussion and books, like road maps, are only models of reality. The best way to experience reality is to become actively engaged in it, as evidenced by the learning pyramid below. As a graduate class, this course was designed to operate at all of the levels of the learning pyramid. Typical undergraduate classes focus on the top elements (reading and lecture), while graduate classes, like this one, focus more on the base levels of the pyramid.



Source: *Studies conducted by National Training*

According to the chart, lecture, the top of the pyramid, achieves an average retention rate of 5%. On the opposite end of the scale, the "teach others/immediate use" method achieves an average retention rate of 90%.

Goals and Objectives

I. All students receiving a passing grade in the class will be able to demonstrate a clear understanding of the basic process of marketing.

- a. Students will be able to complete rudimentary marketing research including isolation of segmented audiences or markets.
- b. Students will be able to create or analyze a basic marketing plan showing applicable segmented markets, the marketing mix to be used to reach those markets, expected outcomes as a result of the marketing effort and a methodology for evaluation.
- c. Students will be able to develop an evaluation tool for a marketing activity.
- d. Students will be able to recognize the key differences between marketing strategies.
- e. Students will be able to identify basic ethical issues inherent in strategic marketing decisions.

II. Students will participate in all required activities: Class discussion and debate, What's Important? UptDate, Case Analyses, Marketing Plan.

Students with Disabilities

If you have a disability that may have some impact on your work in this class and for which you may require accommodations, please inform me immediately so that your learning needs may be appropriately met. Students with a disability must register with the Services for Students with Disabilities office (SSD) in Schwitzer Center 206 (317-788-6153 / www.uindy.edu/ssd) for disability verification and for determination of reasonable academic accommodations. You are responsible for initiating arrangements for accommodations for tests and other assignments in collaboration with the SSD and the faculty.

Grades

Letter grades will be awarded on the basis of accumulated scores earned during the semester:

2 exams @ 175 points each (individual)	350 points
Marketing Plan (Group)	250 points
- Two Mid-point submissions of elements of the marketing plan will be submitted and evaluated by the instructor, 25 points each.	50 points
Marketing Plan PowerPoint (group)	50 points
Uptdate (individual)	75 points
WhatsImportant Presentation (partners)	75 points
Written Discussion 4@25 (individual)	100 points
Professionalism: class participation, group contribution, peer evaluations, etc.	<u>50 points</u>
TOTAL	1,000 points

Numerical scores will be given for each assignment with a total of 1,000 points possible for the course. These scores convert to the University of Indianapolis School of Business grading system as illustrated below:

A	940-1000	= 4.0
A-	900-939	= 3.7
B+	875-899	= 3.3
B	840-874	= 3.0
B-	800-839	= 2.7
C+	775-799	= 2.3
C	740 -774	= 2.0
Below 740	Failing Grade	= 0.0

Work not done on time = 0 points for that assignment.

Two Exams (350 points/175 Points Each)

Exams will be taken individually. Exams will include a mix of short essay, multiple choice, true-false and fill in the blank questions. You will be held responsible for all reading **whether or not we discuss it**. You will also be held responsible for all information discussed in class, handouts

and remarks of guest speakers. The “WhatsImportant” discussion should assist all of us to focus on the most important material.

Some material on the exams may require application, asking for solutions and thought processes similar to concepts discussed in class or found in readings. Any student found collaborating or cheating on exams will receive an automatic failing grade on that exam and reported to the Dean, School of Business. **Exams are scheduled on Monday evening October 12, and Monday evening December 7.**

Group Marketing Plan (250 points)

For the next-to-last night of class (November 30), students will present a marketing plan for a “major” organization. The organization may be for-profit or not-for-profit and may be one at which one of the students works. By “major” - is meant an organization that can provide basic sample and research tools such as an annual report, market research, news releases, advertising, articles in the media, etc. This is to be a “real world” plan. Using one of the organizations for which a member of your group works can be a wise choice because of access to information.

A one page typed topic proposal is due Monday, September 14. The proposal should briefly explain the:

- ✓ organization and its product or service you have selected to market,
- ✓ why you selected the product or service, and
- ✓ what information resources are available to you for completing this project, e.g., what articles, interviews you can obtain, annual reports, etc. **Reporting the availability of information sources is very important!** Based on this proposal your instructor will accept, reject, or suggest you to modify your project.

To assist in the evaluation and development of the final plan, two dates have been set for pieces of the plan (**25 points each**) to be turned in for instructor reaction. **The plan component due dates are: Monday, October 5** – the week before the mid-term, and **Monday, November 9** - three weeks before the entire plan is due. The written plan is due to the instructor during the class Monday, November 30 but an electronic form of the plan for your classmates should be emailed or posted on Blackboard no later than noon on November 30 so everyone has a copy for the presentations.

Groups of five to six students will be formed by lot during the first night of class, Monday, August 24.

The written plan should be organized in the manner identified in chapter two (2) of the text or in the manner identified with the sample distributed the second night of class. Both methods include the following elements, but are organized in a slightly different way:

- Executive Summary (one page, headings and bullet points)
- Current Marketing Situation (key question as summary statement)
 - Organization (mission, product/service lines, locations, major competition, etc.)
 - SWOT Analysis of the Organization and its products/services (issues facing the organization)
 - Position in the Life Cycle of the organization or a product/service

-Important market segments served/not served

-Key question: What should the organization do at this point in time?

- Goal of the Marketing Plan including (a) product/service to be marketed, (b) audience/market segments to be targeted, and (c) estimate of the altered state upon completion of the implementation of the marketing plan
- Objective(s) for the Marketing Plan (phrased as BLTp)
- Marketing Strategy (Penetration, Market Development, New Offering, Diversification) with rationale for the choice (Market Leader, Challenger, etc.)
- Actions to Implement the Strategy (tactics marketing/communication mix including the various vehicles within each media)
- Evaluation Criteria and Metrics (based upon goal and objectives, see above)
- Expected Reaction(s) of Major Competitors and your recommendations (at least two) responses to one of the possible competitor reactions
- Budget

Throughout the paper you need to ensure your plan relates to the material learned in class.

Avoid too large a project. Select a product/service that can be adequately covered in a class team project. For example, to develop a marketing plan for the entire marketing program of Eli Lilly would be too massive, but to develop a specific marketing effort surrounding the introduction of their new insulin product for children's diabetics in the Indianapolis area might be manageable.

Any supplemental material, e.g. newsletters, pamphlets, etc. are helpful in adding richness to your project. However, keep in mind that the purpose of this assignment is to allow you to use the concepts you will learn in this course and apply them to a real world situation.

The evaluation of your plan will be on the *completing the assignment*, the *quality of the analysis* and the *application of relevant concepts*. That means you should link your observations to concepts you have learned in class, from the guest speakers, or from the textbook. Simply collecting a lot of marketing material does not demonstrate an understanding of marketing and the problem solving aspects of marketing management.

Present your Marketing Plan to your colleagues as a proposal to senior management. **Create a PowerPoint presentation (50 points) emphasizing the aspects most important to the success of your Plan.** Every member of the group should be part of the presentation. In short, the PowerPoint presentation is a persuasive argument for management to accept the proposal, NOT a summary of the written plan.

Email your entire plan on to your classmates before noon November 30 so all may be familiar with the plan before listening to your PowerPoint presentation. Another group will act as senior managers responding to the plan and presentation with questions, challenges, suggestions, etc.

The group will be given a single grade for the written paper (250 points) and another for the PowerPoint presentation (50 points) together totaling 300 points. Peer evaluations of each member of the group will contribute to Professionalism score awarded by the instructor.

Uptadate PowerPoint (Individual 75 points)

Beginning the third week of class (September 14), individuals will create a two-page written brief (maximum, outline format appropriate) designed to keep the class aware of current marketing practices and issues. Your brief should be emailed to your classmates by noon on the Monday of your assignment. Each individual also will present her/his findings to the class in a **3-5 minute** PowerPoint type presentation. The PowerPoint presentations should be between 5 and 10 slides – no more! The topic of your Uptadate **should be relevant** to the readings assigned for the day of presentation.

Uptadate items may be found in any recent (since September, 2009) business or news publication (*Business Week, Industry Week, Fortune, Industry Week, Barron's, Wall Street Journal, Indianapolis Business Journal, Time, Newsweek*) including their websites and/or blogs, other electronic Internet sources such as Twitter, internal publication/electronic resources of organizations to which you have access, and professional journals/publications (*PharmaCommerce, Supply Chain, CFO, Forensic Auditing, Journal of Market Research, Journal of advertising Research, etc.*)

At the minimum a Uptadate includes:

- Title and source of the “article,”
- Brief synopsis of substance of the “article,”
- At least one direct connection between the “article” and the syllabus unit.

Individuals will draw for Uptadate dates during the first night of class, Monday, August 24.

WhatsImportant (75 points)

WhatsImportant assignments will contribute to class discussion. Two or three people will be assigned to recommend, with a rationale, **the elements of the assigned reading, handouts, lectures and guest speakers** thought to be **most important** to be learned. WhatsImportant is NOT a rehash of the chapter! The purpose is to FOCUS our attention/learning a few (4-5?) concepts that ought to be remembered. PowerPoint is a useful vehicle for presenting your WhatsImportant but there are many other ways as well. Partners will decide the most efficient and effective vehicle to presenting. Email your WhatsImportant (PowerPoint or outline format is appropriate) to your classmates **after** your presentation (so you can include information from a guest speaker or the instructor or Uptadate or class discussion) but no later than Wednesday following the Monday of your presentation. The WhatsImportant should give all of us focus on what should be remembered, studied and tested on.

One way to organize your WhatsImportant brief to the class might be:

Introduction of the 4-5 concepts you think ought to be emphasized from the reading (2-3 more may be added for any remarks made by the instructor and another 2-3 for a guest speaker) but no more than 10. At the minimum a WhatsImportant includes:

- Source of the concept (chapter, Uptadate, instructor or guest comments),
- Brief review the substance of each concept to be learned,
- At least one reason why you think each is important to be learned.

Individuals will draw for WhatsImportant dates during the first night of class, Monday, August 24.

Written Discussion Assignments 4@25 points each 100 Points (Individual)

During the course, students will be asked to turn in four short assignments such as a market segmentation task, evaluation of advertising efforts, examination of a marketing case, analysis of marketing videos, some aspect of marketing in your organization, etc. These may be tied to a specific current event, guest speaker remarks, your organization, or current articles found in periodicals or Internet. The specific assignment will be made ONE WEEK before each Written Discussion Assignment is due.

The Written Discussion assignments will be due:

Monday, September 21 (Class 4)

Monday, September 28 (Class 5)

Monday, October 26 (Class 9)

Monday, November 2 (Class10)

Individual Professionalism (50 Points)

The text is the primary basis of class discussion. Read the assignment before coming to class. Knowledge of the reading will improve your understanding of any Uptadate, WhatsImportant, guest speaker or instructor remarks, video presentation, or case discussion.. Class participation will be observed and will be constitute a portion of your Professionalism grade.

Student attitude, demonstrated ability to work with the group, peer evaluations, enthusiasm, etc. will all be taken into account in this area. Professionals contribute. Laggards don't. Ask, tell, challenge, share. Even if you make a mistake (I know I will!) you will contribute to the class discussion as we correct or massage or encourage.

Assignment Schedule/Calendar

Monday, 8/24
Class 1 Course Orientation/Overview, marketing defined
Lecture: *Defining Marketing for the 21st Century*
Reading: Chapter 1
Activities: Self-introductions, drawings for Marketing Plan Groups,
WhatsImportant partners and dates, and Uptadate presentation dates.
WhatsImportant 1 due next week

Mon. 8/31
Class 2 Lecture: *Developing Marketing Strategies and Plans*
Gathering Information and Scanning the Environment
Reading: Chapters 2, 3
Due: WhatsImportant 1
Uptadate 1 due next class
Whatsimportant 2 due next class

Wed. 9/2 Distribute WhatsImportant 1 to class and instructor

LABOR DAY September 7 NO CLASS

Mon. 9/14
Class 3 Lecture: *Conducting Market Research and Forecasting Demand*
Creating Customer Value, Satisfaction and Loyalty
Reading: Chapters 4, 5
Guest Lecturer: Brooke Billingsley, Perception Strategies
DUE: WhatsImportant 2
DUE: Uptadate 1
DUE: Marketing Plan Proposal
Uptadate 2 due next week
WhatsImportant 3 due next week
Written Assignment 1 due next week

Wed. 9/16 Distribute WhatsImportant 2 to class and instructor

Mon. 9/21
Class 4 Lecture: *Analyzing Consumer Markets; Analyzing Business Markets*
Reading: Chapters 6, 7
Guest Lecturer: Chris Gahl, Associate Director of communication,
Indianapolis Convnetion and Visitors Association
DUE: WhatsImportant 3
DUE: Uptadate 2
DUE: Written Assignment 1
Uptadate 3 due next week
Whatsimportant 4 due next week
Written Assignment 2 due next week

Wed. 9/23 Distribute WhatsImportant 3

Mon. 9/28 Lecture: *Identifying Market Segments and Targets, Competitors*

- Class 5 Reading: Chapters 8, 11
Guest Lecturer: Reginald (Reg) Mallamo, formerly Senior Vice President of Marketing Resort Condominiums International LLC, Senior Vice President of Marketing Harrah's Entertainment Inc.
DUE: WhatsImportant 4
DUE: Uptadate 3
DUE: Written Assignment 2
- Uptadate 4 due next week
WhatsImportant 5 due next week
- Wed. 9/30** Distribute WhatsImportant 4
- Mon. 10/5** Lecture: *Creating Brand Equity, Crafting Brand Positioning*
Class 6 Reading: Chapters 9, 10
DUE: Marketing Plan Section One
DUE: Whatsimportant 5
DUE: Uptadate 4
Midterm Review: Chapters 1 - 11, Review lead by WhatsImportant presenters (be prepared!) and Instructor
- Wed. 10/7** Distribute Whatsimportant 5
- Mon. 10/12** **Mid Term Exam**
Class 7 Units 1-6, chapters 1-11 plus accompanying instructor and guest presentations
Marketing Plan Groups discuss plan progress report with the Instructor following the exam
WhatsImportant 6 due next week
Uptadate 5 due next week
- Mon. 10/19** Lecture: *Integrated Marketing, Managing Mass Communication: Advertising, Public Relations, Direct Marketing*
Class 8 Reading: Chapters 17, 18, 19
DUE: Whatsimportant 6
DUE: Uptadate 5
WhatsImportant 7 due next week
Uptadate 6 due next week
Written Assignment 3 due next week
- Wed. 10/21** Distribute Whatsimportant 6
- Mon. 10/26** Lecture: *Developing Pricing Strategies and Programs Designing and Managing Value Networks and Channels*
Class 9 Reading: Chapters 14, 15
Guest Lecturer: Cindy Graham, Goodwill Industries
DUE: WhatsImportant 7
DUE: Uptadate 6

DUE: Written Assignment 3
WhatsImportant 8 due next week
Uptodate 7 due next week
Written Assignment 4 due next week

Wed. 10/28 Distribute Whatsimportant 7

Mon. 11/2
Class 10 Lecture: *Managing Retailing, Wholesaling and Logistics*
Reading: Chapter 16
Guest Lecturer: Chris Baggot, Founder, Compendium Blogware
DUE: WhatsImportant 8
DUE: Uptodate 7
DUE: Written Assignment 4
WhatsImportant 9 due next week
Uptodate 8 due next week

Wed. 11/4 Distribute Whatsimportant 8

Mon. 11/9
Class 11 Lecture: *Setting Product Strategy*
Reading: Chapter 12
DUE: Marketing Plan components 2
DUE: WhatsImportant 9
DUE: Uptodate 8
WhatsImportant 10 due next week
Uptodate 9 due next week

Wed. 11/11 Distribute Whatsimportant 9

Mon.11/16
Class 12 Lecture: *Introducing New Market Offerings, Tapping into Global Markets*
Reading: Chapter 20, 21
Guest lecturer: Mary Beth Bagg, Ph.D., Registrar, Professor of German and International Business, University of Indianapolis
DUE: WhatsImportant 10
DUE: Uptodate 9
WhatsImportant 11 due next week
Uptodate 10 due next week

Wed. 11/18 Distribute WhatsImportant 10

Mon. 11/23
Class 13 Lecture: *Managing Services, Managing a Holistic Marketing Organization*
Reading: Chapters 13, 22
DUE: WhatsImportant 11
DUE: Uptodate 10
Course Evaluation
Marketing Plans and Presentations Due next week

- Wed. 11/25** Distribute WhatsImportant 11
- Mon. 11/30** **Group Marketing Plan Presentations**
Class 14 Final Exam review
Reading: Review Entire course with emphasis on Units 8-13 chapters 12-22
plus instructor and guest presentations
Evaluation of Peers due electronically to instructor Wednesday December 2
- Wed 12/2** Evaluation of group members, partners, etc. **DUE** by 8:00 pm to Instructor's
email: dpmillar@sbcglobal.net
- Mon. 12/7** **Final Exam- Comprehensive, but with emphasis on Units 8-13, chapters**
Final Class **12-22 (at least 125 of the 175 points)**