

UNIVERSITY OF ILLINOIS AT CHICAGO
COLLEGE OF BUSINESS ADMINISTRATION

MKT 560 MARKETING MANAGEMENT

INSTRUCTOR: Dr. Allen Marber, 41 East 8th Street, Suite 1301, Chicago, IL 60605

CONTACT INFO: Home Phone: (312) 922-8313/(845) 354-4644
E-mail: amarber@hotmail.com
Please identify yourself by name and class on the subject line of the e-mail.

COURSE OBJECTIVES:

The objective of this course is to develop skills in the formulation and implementation of market driven strategies for an organization. The focus is on both the conceptual and decision-making aspects which have an impact on the organization. The concept of strategic marketing is applied which is the process of creating satisfied customers through the integration of the marketing mix. The overall goal of the course is to develop your ability to think strategically about marketing problems and their potential solutions.

COURSE REQUIREMENTS

Term Paper:

A very professional project. Very highly referenced with footnotes at the bottom of the page. No Wikipedia. This paper must address a Strategic Marketing issue that an organization has dealt with or is currently facing. The topic must be approved by the instructor. Length 20 pages. Details to be discussed first class session. **40% of final grade.**

Session Leader:

Each week a student will lead a discussion of the assigned reading, chapter or cases for that session. The "leader" must bring in additional material based on the weekly topic. An epilogue (information about the company from the date of the case to the present) is needed for each case. Each week students will submit answers to either the questions at the end of the chapter or the questions pertaining to the assigned cases. **10% of final grade.**

Class Participation and Attendance:

Students are expected to attend each class and contribute to the discussion. It is not a solo performance by the "leader." Any absence beyond one will affect your grade. **10% of final grade.** There will be a "session leader" for the questions at the end of each chapter as well as for the questions which will be given for each case.

Exam I and Exam II:

Each exam is worth 20%. Total exams: **40% of final grade.**

Oral presentation:

The last sessions are devoted to an oral presentation of your research projects. Maximum length of time will be discussed in class.
Grade combined with term paper.

TEXTBOOK

Strategic Marketing by Cravens & Piercy, McGraw Hill, 2009. (9th edition)

Course Outline - Session Schedule

| SESSION | DATE | CHAPTER |
|---------|-------|---|
| 1 | 8/27 | Introduction to Course Discuss Term Project requirements 1-Imperative for Market Driven Strategy |
| 2 | 9/3 | Case: 1-1 Audi 2-Markets & Competitive Space Case: 1-3 Coca Cola |
| 3 | 9/10 | 3-Strategic Marketing Segmentation Case: 2-1 Pfizer 4-Strategic Customer Relationship Management Case: 2-2 Ikea |
| 4 | 9/17 | 5-Learning About Customers & Markets Case: 2-3 China & India <u>Term Project: Title – Subject Area</u> - Brief discussion of project due. |
| 5 | 9/24 | 6-Market Targeting & Strategic Positioning Case: 3-1 Walt Disney 7-Strategic Relationships (JUST READ-NO QUESTIONS) Case: 3-2 Intel Corp. <u>Term Project: Preliminary Outline</u> (Voluntary) |
| 6 | 10/1 | 8-Innovation & New Product Strategy Case: 3-3 McDonald's Corp. <u>Term Project: Bibliography Sheet</u> (Voluntary) |
| 7 | 10/8 | Exam I: 1 hr +15 minutes 9-Strategic Brand Management |
| 8 | 10/15 | 10-Value Chain Strategy Case: 4-2 Nike Inc. <u>Term Project: Detailed Outline</u> (Voluntary) |
| 9 | 10/22 | 11-Pricing Strategy Case: 4-3 Dell Inc. 12-Promotion, Advertising & Sales Promotion Strategies Case: 4-4 Hewlett-Packard Co. |
| 10 | 10/29 | 13-Sales Force, Internet & Direct Marketing Strategies Case: 5-1 Verizon |
| 11 | 11/5 | 14-Designing Market Driven Organizations Case: 5-2 Home Depot <u>Term Project: Completed and Submitted!!!</u> |
| 12 | 11/12 | 15-Marketing Strategy Implementation and Control Case: 5-4 Nissan Motor |
| 13 | 11/19 | <u>Term Project: Oral Presentations</u> |
| 14 | 12/3 | <u>Term Project: Oral Presentations</u> |
| 15 | 12/10 | Exam II: 1 hr +15 minutes |