

MKTG 465: MARKETING MANAGEMENT
Course Content and Administration
Spring, 2007

Professor Charles W. King

Introduction to Marketing Management

Marketing. Marketing has been defined as "the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives."

The area of marketing includes the gamut of business activities involved in the sale of goods and services such as product planning, packaging, pricing, branding, selecting and directing channels of distribution, personal selling, advertising and conducting marketing research.

The marketing manager operates within a continually changing environment of consumers, competition, traditional trade practices and governmental influences. The goal of the marketing manager is to use the elements of marketing at his control, the product line, distribution channels, pricing and marketing communications to accomplish the firm's objectives.

Decision making is the operational responsibility of the marketing manager. The decision making act itself is relatively simple. The factors that influence that decision making, however, are not simple! There can be many issues which influence the "rightness" or "wrongness" of a particular decision.

Strategic Marketing and Strategic Marketing Planning. In recent years, perhaps the most significant development in the arena of marketing management has been **the integration of strategic planning and functional marketing.** Marketing managers increasingly recognize that tactical marketing decisions must be made within a broader strategic framework.

Management of the marketing function must be built upon purposively defined and analytically based marketing strategies. **Strategic marketing planning provides the analytical process which develops effective marketing strategies.**

Skills of the Marketing Manager. The successful marketing manager must have a well developed **professional management style.** That professionalism must be built upon both:

- An in-depth understanding of basic marketing concepts across the marketing discipline with emphasis on strategic marketing planning, strategy development

- tactical implementation of the marketing plan..
- Specific managerial skills including:
 - A clearly defined and consistently presented **Managerial Persona...a Professional Game Face**... reflected in effective problem solving skills, communication abilities, management style, and professional demeanor in managerial situations.
 - An operational understanding of the dynamics of team participation, team goal setting and team management under operational stress.
 - The individual's ability to systematically analyze peer team members' strengths and weaknesses, evaluate individual performance over time, and provide constructive, individualized critiquing toward improving the peer member's performance.
 - Commitment to high standards of performance excellence, goal achievement and success under conditions of stress and sacrifice.

MKTG. 465: MARKETING MANAGEMENT—The Course Overview

MKTG. 465: MARKETING MANAGEMENT is the **capstone course in the undergraduate marketing curriculum**. The focus of the course is on the **development of the professionalism** essential to marketing manager success.

The Managerial Studies Department at the University of Illinois at Chicago has adopted, as one of its basic educational missions, the development of each student majoring in marketing to the highest level of professionalism practical.

MKTG. 465: MARKETING MANAGEMENT has been designed to develop that professionalism.

The educational mission of MKTG. 465 is to:

Provide each student the opportunity to “change their professional lives” based on:

- Comprehensive knowledge of the dynamics of marketing, marketing planning, strategic marketing, market positioning and marketing management.**
- Development of the most powerful personal managerial skills for implementing a marketing career.**

General Objectives of the Course. MKTG. 465: MARKETING MANAGEMENT

has been organized to:

- Develop the student's understanding of the concepts of strategic marketing and strategic marketing planning.
- Allow the student to apply relevant tools of analysis to marketing problems and to develop the student's capacity for making marketing decisions based on his/her analysis.
- Develop the student's general problem solving skills, attitudes and habits needed by managers in any department of a firm.
- Improve verbal and written communication skills in persuasive presentation, defense and critique of marketing analysis and marketing strategies in real business contexts.

Learning Platforms. MKTG. 465: Marketing Management is built upon these learning platforms:

- Lecture and discussion of text and reading materials.
- In-depth case analyses of multi-dimensional, strategically focused case studies.
- Experiential learning based on personal in-class verbal/visual presentations of “real time” company specific marketing strategies and action plans and peer group critiques.
- Review of video taped presentations with structured self critique of verbal/visual presentations.
- Development of a personalized “professional product profile” for each student supported by a “Career Prospectus”, a video taped personal presentation and student construction of a personalized professional web site for each student that document’s the student’s professional profile.

The course will emphasize intensive class participation and structured professional development of each individual over the semester.

Written Materials for Analysis and Study. The written materials for the course include:

**Prentice Hall
Custom Business Resources
Coursepack
MKTG. 465: Marketing Management.
Dr. Charles King**

The packet presents a set of current cases in the area of **marketing planning, strategic marketing, market positioning and marketing management.**

**Brand You
Liz Harris-Tuck**

Brand You presents a series of self-assessment exercises and textual content on developing a professional profile for career building.

The course materials should be purchased through the UIC Bookstore—East Campus.

Course Administration and Class Communication

MKTG. 465: MARKETING MANGEMENT is described in two independent but related Handouts:

- **MKTG. 465: MARKETING MANAGEMENT--Course Content and Administration—Spring, 2007**, this handout, presents a broad overview of the course content and administration.
- **MKTG. 465: MARKETING MANAGEMENT—Operating Structure of the Course—Spring, 2007**, a separate handout, details the mechanical, day-to-day operation of the course.

Additional Material: Blackboard.uic.edu.

There will be a class web page (Blackboard.uic.edu) for MKTG. 465: Marketing Management that will offer useful links and an announcement section.

Note: The announcement section should be checked often. We will post out-of-class announcements frequently.

It is the student's responsibility to check the announcements on a regular basis. We will not be responsible for students being unaware of information that is posted on the web.

Daily Class Participation. Active class participation by students is an essential part of the learning experience in MKTG. 465.

Daily class participation provides the student the opportunity to develop oral ability and the capacity to think logically and react quickly under pressure.

Failure to take an active role in class discussion penalizes the student in several ways:

You lose the chance to develop skills in organizing and communicating your ideas to a large group.

- You deprive your classmates of the insights you can contribute to the discussion.
- You do not get the class evaluation and feedback regarding your ideas.
- The instructor cannot effectively evaluate your daily class preparation and professional development over the semester..

The importance of daily class participation in the course is reflected in the fact that your in-class work is the foundation for your course grade.

Group Oral Presentations. A major percentage of the scheduled class meetings will involve group oral presentations of case analyses and marketing strategies before the class. The presentations will focus on an assigned case and will include thorough analysis of the case problems and issues and a formal plan of action including specific recommendations.

Typically, three analysis teams will prepare case analysis and will make competitive presentations on the assigned case.

This facet of the course will be organized in the following way:

- Early in the course, the class will be divided into case study/presentation groups of 4-6 people each.
- Based on case assignments, groups will perform analyses of specific cases and present their marketing plans and tactical action steps in formal class presentations.
- Each presentation will be video-taped.

Thereby, the presenting teams can review their presentations and perform self-critiques evaluating their total team performance and their individual performances and identify corrective adjustments for improvement.

- Each presenting group will have 20-25 minutes to make its presentation.

- Following all three presentations, the instructor and the class will systematically critique each group's overall performance and the performance of individual group members.

Based on extensive past experience with this format, students typically consider the group oral presentations to be extremely valuable in developing professional skills of analysis, communication, and persuasion.

Class Absence Policy. Because of the importance of class participation in MARKETING 465, as part of your learning experience and as part of your performance evaluation, class attendance will be carefully monitored.

You are expected to be in class and be prepared each class meeting.

Each absence will be interpreted as a "O" for that day's class preparation and participation. Three unexcused absences will be grounds for a student being dropped from the course.

Instructor Contact and Office Hours

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Office Hours:
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or by Special Appointment.

CASE ANALYSIS FRAMEWORK

- I. PROBLEM AND MISSION DEFINITION
 - A. A TIME HORIZON: SHORT TERM VS LONG TERM
 - B. MAGNITUDE OF ISSUES: TACTICAL VS STRATEGICAL
 - C. THE CONCEPT OF MISSION
- II. IDENTIFICATION OF ISSUES RELEVANT TO THE PROBLEM STATEMENT
- III. ANALYSIS OF INTERRELATIONSHIPS BETWEEN THE ISSUES AND THE PROBLEM
- IV. IDENTIFICATION AND EVALUATION OF ALTERNATIVE COURSES OF ACTION
- V. PRESENTATION OF THE RECOMMENDED PLAN OF ACTION(POA), UNDERLYING RATIONALE AND MECHANICS OF IMPLEMENTATION IN AS MUCH DETAIL AS PRACTICAL

THE PLAN OF ACTION SHOULD INCLUDE:

- A. SPECIFIC ACTION STEPS OR TACTICS TO BE IMPLEMENTED
- B. AN IMPLEMENTATION TIME TABLE: WHEN ARE THE ACTION STEPS TO BE IMPLEMENTED?
- C. A PERSONNEL RESPONSIBILITY/ACCOUNTABILITY PLAN: WHO IS DOING WHAT?
- D. A PROFORMA FINANCIAL ANALYSIS OF FINANCIAL REQUIREMENTS OVER THE IMPLEMENTATION TIME TABLE
- E. A PERFORMANCE EVALUATION PROCESS INVOLVING:
 - SPECIFIC "MEASURES OF EFFECTIVENESS"(MOE'S) TO BE USED TO EVALUATE THE SUCCESS/FAILURE OF THE IMPLEMENTATION PROCESS.
 - SPECIFIC REPORTS/SOURCES OF INFORMATION TO BE USED IN PRODUCING THE "MEASURES OF EFFECTIVENESS"(MOE'S)
- F. RISK ANALYSIS OF THE ELEMENTS OF GREATEST RISK ACROSS THE PLAN OF ACTION AND AN ESTIMATE OF THE PROBABILITY AND POTENTIAL FINANCIAL IMPACT OF EACH AREA OF RISK.