



Date		Credits	3
Course Title	Marketing Management	Course Number	MKA 2932
Pre-requisite (s)	MAR 1011	Co-requisite (s)	None
Hours	45		

Place and Time of Class Meeting

San Ignacio University
3905 NW 107th avenue Suite 301
Doral, FL 33178

Name and Contact Information of Instructor

Book required

(San Ignacio University recognizes the use of the textbook in the classroom as part of the educational methodology and strategy applied in diverse materials. The textbook is part of the curriculum and is used to reach the student in an effective manner in the classroom. Every student is expected to acquire and use the textbook.)

Strategic Market Management

Aaker, David A, 10th Edition
 ©2014 | Wiley |
 ISBN-13: 978-1118582862

Classroom expectations for students

Attendance Policy

Students are expected to attend all scheduled classes for the courses that they are registered for and to achieve the goals set forth by each class instructor. Attendance is taken daily at the beginning of the class by the professor in charge.

Students enrolled in **Business, Marketing, International Business, Education and Hospitality Management programs** are permitted no more than 2 “free” absences in one semester (13% of the total contact hours). Students missing 3-5 classes over the course of the semester will receive a one-letter grade deduction from their San Ignacio University final course grade; missing 6 classes will result in failure of the course regardless of grade average, and an automatic drop from the course. It is the student's responsibility to arrange to make up work missed because of an absence. All homework and assignments must be delivered on the assigned day regardless of the absence.



International Students:

SEVIS indicates that a reason for an F-1 Student Record Termination is “Student’s attendance fell below 80%”.

Student Tardiness Policy

A student who comes to class 15 minutes after the period’s scheduled start-time will be considered Tardy for that day. Three times Tardy will be considered as one full absence. If a student misses half of the class period at the beginning or at the end of class it is considered a full absence. It is at the instructor’s discretion whether or not the student will be allowed to enter class and participate in activities. The grade for the day, however, will still remain a zero and an absence will be counted.

Instructors will contact the Student Services Coordinator to give an Attendance Warning for those students who have more than 2 absences.

NOTE: Plagiarism is defined as the use, without proper acknowledgment, of the ideas, phrases, sentences, or larger units of discourse from another writer or speaker. Plagiarism includes the unauthorized copying of software and the violation of copyright laws. Students who commit plagiarism will obtain a grade of “Failure” on their exam or assignment.

Course Description (must correspond exactly to Catalog description)

This course will prepare students to become effective marketing managers, by understanding strategy, analysis, and problem solving. Developing and implementing strategies that will lead to business success. The course is aimed at helping students look at the entire marketing mix in light of the business strategy of the firm.

Students will improve their ability to develop effective marketing strategies and assess market opportunities, as well as design strategic implementation programs. Students will have the opportunity to communicate and defend their recommendations through classroom exercise, we will explore the theory and applications of marketing concepts through a mix of cases, discussions, lectures, individual assignments, and group projects. We will draw materials from a variety of sources and settings including services, consumer and business-to-business products.

Learning Objectives



At the end of this course students will be able to:

- Comprehend how to manage the resources of the organization to achieve its goals and objectives
- Differentiate between and discuss the elements of marketing.
- Assess business-marketing situations through case analysis.
- Identify and develop marketing segmentation strategies
- Assess the financial aspects of marketing decisions
- Discuss the strategies open to firms for operating in competitive environments
- Identify and discuss the elements and models that are useful to the process of developing effective market strategy
- Recognize the importance of marketing strategy reformulation and control.
- Identify and discuss some of the alternative business strategies that are effective in the development of market strategies.
- Understand the purposes of marketing and strategic planning

Topical Outline and Schedule

DATE	Chapter 1 – 2	DAY 1
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Welcome • Syllabus • Class expectations and commitment • Discussion of Final Group Project 	
TOPIC (S)	<p>Strategic Market Management</p> <ul style="list-style-type: none"> • Define what is a business strategy and how it relates to a business • Highlight and review the five management tasks • The purpose of a business strategy • Examine strategic market management • Discuss marketing role in strategy • Identify and discuss strategic analysis • Understand implementing a strategy <p>External and Customer Analysis</p> <ul style="list-style-type: none"> • External Analysis • The Scope of Customer Analysis • Segmentation • Customer Motivations • Unmet Needs 	
LEARNING	<ul style="list-style-type: none"> • Chapters 1-2 Questions for discussion 	



ACTIVITIES	<ul style="list-style-type: none"> • Case Study
HOMEWORK & ASSIGNED READINGS	Start research and work on final project
DATE	Chapter 3- DAY 2
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Understand who are your competitors and why completion is important • Review A SWOT Analysis and its components • Understand the emergence of submarkets and why market growth is important • Recognized different markets and analyze them
TOPIC (S)	<p>Competitor Analysis</p> <ul style="list-style-type: none"> • Identifying Competitors—Customer-Based Approaches • Identifying Competitors—Strategic Groups • Potential Competitors Competitor Analysis—Understanding Competitors Competitor Strengths and Weaknesses • The Competitive Strength Grid • Obtaining Information on Competitors • Dimensions of a Market/Submarket Analysis • Emerging Submarkets • Actual and Potential Market or Submarket Size Market and Submarket Growth • Market and Submarket Profitability Analysis • Market Trends • Cost Structure • Key Success Factors • Risks in High-Growth Markets
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Chapters 3-4 Questions for discussion • Case Study
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project
DATE	Chapter 5-6 DAY 3
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Identify how technology has and will continue to change business • Discuss examples technology trends • Recognize the importance of recycle and protecting the environment



	<ul style="list-style-type: none"> Analyze the four aspects of an internal analysis Discuss how a business earns a profit Discuss the objective of firms and how they maximize profit Define the SWOT Analysis Examine how brand loyalty can affect cost Discuss sales and profitability
TOPIC (S)	Environmental Analysis and Strategic Uncertainty <ul style="list-style-type: none"> Technology Trends Consumer Trends Government/Economic Trends Dealing with Strategic Uncertainty Impact Analysis—Assessing the Impact of Strategic Uncertainties Financial Performance and Profitability Performance Measurement Beyond Profitability Strengths and Weaknesses Threats and Opportunities From Analysis to Strategy
LEARNING ACTIVITIES	<ul style="list-style-type: none"> Chapters 5-6 Questions for discussion View Zappos video on Environmental aspects of business Growth Watch Apple 1980s Video
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project
DATE	Chapter 7-8 DAY 4
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> Define the purpose of having an competitive advantage Define value propositions and how it relates to a business overall performance Examine the four models of markets: competition, monopoly, monopolistic competition and oligopoly Review the strategic options
TOPIC (S)	<ul style="list-style-type: none"> Creating Advantage: Synergy and Commitment vs. Opportunism vs. Adaptability The Sustainable Competitive Advantage The Role of Synergy Strategic Commitment, Opportunism, and Adaptability Alternative Value Propositions Business Strategy Challenges Superior Quality (Service, TQM, Quality)



	<ul style="list-style-type: none"> • Understand the premise of price, cost vs value
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Chapters 7-8 Questions for discussion • Case Study
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project
DATE	Chapter 9 -10 DAY 5
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Discuss global issues in branding and packaging • Explore the benefits of branding and brand strategies
TOPIC (S)	<ul style="list-style-type: none"> • Building and Managing Brand Equity • Brand Awareness • Brand Loyalty • Brand Associations • Brand Identity • Identify prominent brands and their impact on the market • Towards a Strong Brand Relationship (Chapter 10) • Understanding and Prioritizing Brand Touch-points • Focusing on the Customer's Sweet Spot • How to Create or Find a Customer Sweet Spot – • Get Beyond Functional Benefits
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Chapters 9-10 Questions for discussion • Case Study
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project
DATE	Chapter 11-12 DAY 6
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Innovating the Offering
TOPIC (S)	<ul style="list-style-type: none"> • Energizing the Brand and Marketing • Increasing the Usage of Existing Customers • Which Assets and Competencies Can Be Leveraged? • Brand Extensions • Expanding the Scope of the Offering • New Markets • Evaluating Business Leveraging Options • The Mirage of Synergy

LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Chapters 11-12 Questions for discussion • Case Study
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project
DATE	Chapter 13-14 DAY 7
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Creating New Businesses
TOPIC (S)	<ul style="list-style-type: none"> • Create "Must Haves," Rendering Competitors Irrelevant • The Innovators Advantage • Managing Category Perceptions • Creating New Business Arenas • From Ideas to Market • Global Strategies • Motivations Underlying Global Strategies • Standardization vs. Customization • Expanding the Global Footprint • Strategic Alliances • Global Marketing Management
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Chapters 13-14 Questions for discussion • Case Study
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project
DATE	Complementary Topics on Pricing DAY 8
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Developing pricing strategies and programs
TOPIC (S)	<ul style="list-style-type: none"> • How to set product prices • How should a company adapt prices to meet opportunities? • How should a company respond to a competitor's price change? • Understanding value based pricing • What factor lead to less price sensitivity • Discuss price elasticity of demand • Estimating costs, types of costs and levels of production
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Group discussion and exercises



HOMEWORK & ASSIGNED READINGS	Editing & Revision of Final Project Review of Final Exam
DATE	Complementary Topics on Channel Marketing DAY 9
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Understand the designing and Management of Marketing Channels • Understanding Retailing, Wholesaling and Logistics
TOPIC (S)	<ul style="list-style-type: none"> • What is a marketing channel system? What work do they perform? How do companies manage their channel partners? • What are the key issues with e-commerce and m-commerce? • What sectors do these intermediaries (retailers, wholesalers, etc.) occupy? What are the major trends with these marketing intermediaries? • What does the future hold for private label brands?
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Group discussion and exercises
HOMEWORK & ASSIGNED READINGS	Editing & Revision of Final Project Review of Final Exam
DATE	DAY 10
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Final Exam • Final Presentation • Final Project • A Recap of Strategic Market Management
TOPIC (S)	
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Review post lecture evaluation • What was learnt and accomplished from overall lecture discussion
HOMEWORK & ASSIGNED READINGS	

Instructional Methods

The methods of instruction will be influenced by institutional constraints, class size, class meeting length, course length, and individual instructor style. Usually, student interest and learning is enhanced by the use



of multiple instructional methods. Aside from the traditional assignment of textbook readings and presentation of lectures based on these readings, the method of instruction for this specific 45 hour class given in 10 consecutive days of 4.5 hours each will be organized as follows:

1. Except for day 1, there will be a daily quiz at the beginning of the class. On day 10 the quiz will take the form of a final exam.
2. We will review the answers immediately after.
3. We will continue with a lecture (power point presentation). Students are expected to actively participate with questions and comments.
4. We will devote part of the class to learning activities, which may include (a) a review of the questions at the end of each chapter, (b) viewing and discussing a YouTube or case, and (c) answering a question that requires critical thinking.
5. We will devote the last part of the period (45-60 minutes) to work on the group presentation to be presented on the last day of class (after the final exam).

All power point charts presented in class will be distributed for students to review for the daily quiz.

Two chapters will be covered each day; students are encouraged to review the chapters the night before the class.

Additional Instructional Materials and References

Videos, Handouts, Periodicals
Trending Marketing News

Assessment Criteria and Methods of Evaluating Students

96 – 100%	→ A
90 – 95%	→ A-
87 – 89%	→ B+
83 – 86%	→ B
80 – 82%	→ B-
77 – 79%	→ C+
73 – 76%	→ C
70 – 72%	→ C-
67 – 69%	→ D+
63 – 66%	→ D
60 – 62 %	→ D-
< 59%	→ F

Do not count on a curve!

Generally, the grades “A” through “C-” are considered passing grades. Grades “W” and “I” indicate that no grades were earned for the course. A “W” grade indicates that the student withdrew from the course.



An "I" grade indicates that the student was passing the course, but failed to complete all the required course work. The instructor, in his/her discretion may grant an "I" grade instead of an "F", pending completion of the course work by the student within a specified time arranged by the instructor and told to the student. It is the student's responsibility to follow-up with the instructor to complete the course work. If the course work is not completed by the arranged time, the "I" grade becomes an "F".

Distribution of Grade Elements

Class discussions	15%
Quizzes	50%
Final Exam	20%
Final Project	15%
Total:	100 %

Date Syllabus Was Last Reviewed: Date: 06/12/2017