

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

Place and Time of Class Meeting:

San Ignacio University
3905 NW 107 Avenue, Suite 301
Miami, FL 33178

Name and Contact Information of Instructor

Professor Julio Tunon Marketing Management: Section A julio.tunon@sanignaciouniversity.edu
Professor Eric Schlossberg Marketing Management: Section B eric.schlossberg@sanignaciouniversity.edu
Professor Marcela Guzman Marketing Management: Section C marcela.guzman@sanignaciouniversity.edu

Book Required

(The Institution 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.)

Marketing Management: 15th Edition
 Philip Kotler and Kevin Lane Keller ©2016 | Pearson
 ISBN 13: 978-0133856460

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. Instructors are to consider a student late after the first 10 minutes of class.

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.

Course Description

This course will prepare students to become effective marketing managers, to think analytically and to be able to make better decisions. Among the topics studied we have: Economics and management, efficiency, organization of the firm, seeking and sustaining competitive advantage and demand and revenue management.

Learning Objectives

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

1. Know the key marketing ideas, phenomena and fundamentals, especially the core theme of delivering benefits to customers.
2. Understand the new marketing realities
3. Understand the difference between strategies and tactics
4. Develop strategies for marketing analysis and planning.
5. Understand markets, market segmentation, consumer markets and business markets.
6. Thoroughly discuss the 4P's of marketing mix ([Product] strategy, advertising and communication [Promotion], distribution [Place], and [Price] as well as the importance of cost leadership, customer and competition.
7. Provide a forum of ideas (both written and oral) for presenting and defending his/her own recommendation in marketing for critically examination and discusses those of others.

Understand the need and value of holistic marketing. Now a day, companies that are market leaders have embraced a holistic marketing approach by recognizing the interdependencies of today's market environment including addressing broader ethical, social and environmental concerns

Topical Outline and Schedule

7/22/19 DAY ONE	
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • What is marketing? • Why is marketing important? • What is the scope of marketing? • What are some the fundamental marketing concepts? • How has marketing management changed in recent years? • What are the tasks necessary for successful marketing management?
TOPIC (S)	<ul style="list-style-type: none"> • Syllabus Review • Chapter One: Defining Marketing for the New Realities • Chapter Two: Developing Marketing Strategies and Plans
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Class Discussion on Understanding Marketing Management • Marketing Excellence Case Studies Small Group Discussion & Present to Class • Group Project: Part I
HOMEWORK & ASSIGNED READINGS	Review Concepts & Terms Discussed in Class Read Chapters One, Two, Three, and Four
7/23/19 DAY TWO	
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • How does marketing affect customer value? • How strategic planning is carried out at different levels of organization? • What are the five forces that shape competitive strategy? • What should a marketing plan include? • What are some influential microenvironment developments? • How can companies accurately measure forecast and demand? • What constitutes good marketing research? • What are the best metrics for measuring marketing productivity? • How can we assess ROI for marketing investments?
TOPIC (S)	<ul style="list-style-type: none"> • Chapter Three: Collecting Information and Forecasting Demand • Chapter Four: Conducting Marketing Research
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Class Discussion on Capturing Marketing Insights

	<ul style="list-style-type: none"> Marketing Excellence Case Studies Small Group Discussion & Present to Class Group Project: Part II
HOMEWORK & ASSIGNED READINGS	Review Concepts & Terms Discussed in Class Read Chapters Five, Six, Seven, and Eight
7/24/19	DAY THREE
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> What are customer value, customer satisfaction and loyalty? What is Lifetime value of customers? How can it be maximized? What is Quality? How does a customer measure quality? How do consumers' characteristics influence buying behavior? How do consumers make purchasing decisions and in what ways they stray from deliberate, rational decision process What is the business market and how does it differ from the consumer market? What buying situations do organizational buyers face? Who participates in the B2B buying process? How do they buy? How can companies build strong relationships with business customers?
TOPIC (S)	<ul style="list-style-type: none"> Chapter Five: Creating Long-Term Loyalty Relationships Chapter Six: Analyzing Consumer Markets Chapter Seven: Analyzing Business Markets Chapter Eight: Tapping into Global Markets
LEARNING ACTIVITIES	<ul style="list-style-type: none"> Class Discussion on Connecting with Customers Marketing Excellence Case Studies Small Group Discussion & Present to Class Group Project: Part III
HOMEWORK & ASSIGNED READINGS	Review Concepts & Terms Discussed in Class Read Chapters Nine, Ten, Eleven, and Twelve
7/25/19	DAY FOUR
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> What are the different levels of market segmentation? In what ways can a company divide a market into segments? How should business markets be segmented? How should a company choose the most attractive target market? What is a brand and how does branding work? What is brand equity? How is brand equity built, measured and managed? What are some brand architecture decisions in developing a branding strategy? How can brands be successfully differentiated?

	<ul style="list-style-type: none"> • What are the differences in positioning and branding with a small business? • How can market leaders expand the total market and defend market share? • How should market challengers attack market leaders? • How can market followers or niche players compete effectively? • What marketing strategies are appropriate at each stage of the product cycle? • How should marketers adjust their strategies and tactics for an economic downturn or recession?
TOPIC (S)	<ul style="list-style-type: none"> • Chapter Nine: Identifying Market Segments and Targets • Chapter Ten: Crafting the Brand Positioning • Chapter Eleven: Creating Brand Equity • Chapter Twelve: Addressing Competition and Driving Growth
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Class Discussion on Building Strong Brands • Marketing Excellence Case Studies Small Group Discussion & Present to Class • Group Project: Part IV
HOMEWORK & ASSIGNED READINGS	Review Concepts & Terms Discussed in Class Read Chapters Thirteen, and Fourteen
7/26/19 DAY FIVE	
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • What factors affect product design? • How can companies combine products to create strong co-brands? • How can companies use packaging, labeling, warranties, as marketing tools? • How do we define and classify service? How are they different from goods? • What are the new services realities? • How can we achieve excellence in services marketing? • How can product companies improve customer support services?
TOPIC (S)	<ul style="list-style-type: none"> • Chapter Thirteen: Setting Product Strategy • Chapter Fourteen: Designing and Managing Services
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Class Discussion on Creating Value • Market Excellence Case Studies Small Group Discussion & Present to Class • Group Project: Part V- A
HOMEWORK & ASSIGNED READINGS	Review Concepts & Terms Discussed in Class Read Chapters Fifteen and Sixteen
7/29/19 DAY SIX	

SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • How do consumers process and evaluate prices? • How should a company set prices for products or services? • How should a company adapt prices to meet opportunities? • When should a company initiate a price change? • How should a company respond to a competitor's price change?
TOPIC (S)	<ul style="list-style-type: none"> • Chapter Fifteen: Introducing New Market Offerings • Chapter Sixteen: Developing Pricing Strategies and Programs
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Class Discussion on Creating Value • Marketing Excellence Case Studies Small Group Discussion & Present to Class • Group Project: Part V- B
HOMEWORK & ASSIGNED READINGS	Review Concepts & Terms Discussed in Class Read Chapters Seventeen and Eighteen
7/30/19 DAY SEVEN	
SPECIFIC OBJECTIVES	<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?
TOPIC (S)	<ul style="list-style-type: none"> • Chapter Seventeen: Designing and Managing Integrated Marketing Channels • Chapter Eighteen: Managing Retailing, Wholesaling, and Logistics
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Class Discussion on Delivering Value • Marketing Excellence Case Studies Small Group Discussion & Present to Class • Group Project: Part V-C
HOMEWORK & ASSIGNED READINGS	Review Concepts & Terms Discussed in Class Read Chapters Nineteen, Twenty, and Twenty-One
7/31/19 DAY EIGHT	
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • What is the role of marketing communications? How do they work? • What is an integrated communications program? • What steps are required in developing an advertising program? • What are the guidelines for effective brand-building events? • What decisions do companies make in designing and managing a sales force? • How can sales people improve their selling, negotiating and relationship marketing skills?

	<ul style="list-style-type: none"> • What are the advantages and disadvantages of online marketing such as e-mails and social media platforms? • What is mobile marketing? • How is an effective mobile marketing program developed?
TOPIC (S)	<ul style="list-style-type: none"> • Chapter Nineteen: Designing and Managing Integrated Marketing Communications • Chapter Twenty: Managing Mass Communications: Advertising, Sale Promotions, Events and Experiences, and Public Relations • Chapter Twenty-One: Managing Digital Communications: Online, Social Media, and Mobile
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Class Discussion on Communicating Value • Marketing Excellence Case Studies Small Group Discussion & Present to Class • Group Project: Part V- D
HOMEWORK & ASSIGNED READINGS	Review Concepts & Terms Discussed in Class
8/1/19 DAY NINE	
TOPIC (S)	<ul style="list-style-type: none"> • Concluding Summary of the Course
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Comprehensive Quiz • Group Work: Part VI and Part VII; Final Preparation
8/2/19 DAY TEN	
TOPIC (S)	<ul style="list-style-type: none"> • Final Presentation of Group Project

Instructional Methods

In developing methodological strategies, it is best to discuss them between teachers and students in an environment of freedom and mutual agreement in order to ensure that the students make them their own and take responsibility for their execution and for attaining the goals of this course.

The following strategies may be used in this class:

1. A review of the literature.
2. Check of the reading.
3. Analysis of assigned readings.
4. Group discussions.
5. Individual and group discussions.
6. Preparation of reports.
7. Preparation of a didactic plan.
8. Carrying out a micro-class.

Additional Instructional Materials and References

Strategic Market Management

Aaker, David A, 10th Edition

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ISBN-13: 978-1118582862

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

Classwork (Case Studies)	25%
Comprehensive Quiz	20%
Final Presentation: Group Project	30%
Class Participation	25%
Total	100 %

Final Presentation Rubric

The Final Presentation will consist of a group project of three students. This project goal is to fabricate a “fictional” consumer product or service the team wishes to bring to market and present a ppt oral presentation on the elements listed below. With the assistance of the course material and

research, the group will develop the following aspects of the fictional consumer product or service created:

- Part I: Business Description
 - Product/Service Offering
- Part II: Situation Assessment and Analysis
 - Scope of Area
 - SWOT
- Part III: Market Summary
 - Target Markets
- Part IV: Competitive Analysis
- Part V: Market Strategy
 - A: Product
 - B: Price
 - C: Place
 - D: Promotion
- Part VI: Projected Financials
- Part VII: Projected Future Goals

Marketing Management Project Rubric

Final Presentation			
<i>Required Elements</i>		<i>Points Possible</i>	<i>Points Received</i>
Presentation Opening		10	
Content			
Part I: Business Description		20	
Part II: Situation Assessment and Analysis		20	
Part III: Market Summary		20	

Part IV: Competitive Analysis		20	
Part V: Market Strategy		40	
Part VI: Projected Financials		20	
Part VII: Projected Future Goals		20	
Presentation Delivery			
Presentation Delivery/Slide Transitions		10	
Visual/Creative Elements		5	
Organization/Flow of Presentation		5	
15 – 20 Slides		10	
Total Points:		200	____/200

Date Syllabus Was Last Reviewed: July 3, 2019

***Break Times: 10 minutes per hour.**