



MARKETING MANAGEMENT I

Course outline

Topic 1. INTRODUCTION TO THE MAIN MARKETING FUNCTIONS AND CONCEPTS: HISTORY AND GENERAL EVOLUTION

TOPIC 2. ASSESSING MARKETING'S CRITICAL ROLE IN ORGANIZATIONAL PERFORMANCE

TOPIC 3. BUILDING CUSTOMER SATISFACTION THROUGH QUALITY, SERVICE AND VALUE

TOPIC 4. WINNING MARKETS THROUGH MARKET ORIENTED STRATEGIES

TOPIC 5. SCANNING THE MARKETING ENVIRONMENT

TOPIC 6. ANALYZING CONSUMER MARKETS AND BUYER BEHAVIOR

TOPIC 7. BUSINESS BUYING BEHAVIOR

TOPIC 8. ANALYZING INDUSTRIES AND COMPETITORS

TOPIC 9. IDENTIFYING SEGMENTS AND CHOOSING TARGET MARKETS

TOPIC 10. DIFFERENTIATING AND POSITIONING THE MARKET OFFERING

COURSE ORGANIZATION AND MANAGEMENT

COURSE OBJECTIVE

To provide the student the basic tools to analyze and understand the marketing phenomena that takes place under the organizational scope.

The SWOT analysis will serve as a general guidance to better comprehend how the internal environment is relevant to design any course of action, while the external environment may well be a determinant factor, requiring all kinds of adjustments.

RECOMMENDED BOOK

ANALYSIS, PLANNING, IMPLEMENTATION, AND CONTROL

Philip Kotler, Millennium Edition, Prentice Hall, 1999, English version.

TEACHING METHOD

Class sessions will be based on two main elements:

A short case study presentation and professor's lectures. The lectures will go over the main concepts that need to be covered throughout the course, to better help students to focus attention on the most relevant issues. Participation will be highly encourage to both, ask any topic that needs further clarification, as well as any contribution, doubt or thought aimed to enrich the reciprocal know-how flow class sessions are intended to provide.

Class Language

Since this course will have students from the European Union as well as from the United States, and other countries, the regular language for the short study cases; for lecturing and for the rest of presentations and participation will be English.

Study cases

Throughout the course, students will be exposed to two different situations: general group study cases and specific group study cases.

General group study cases will consist on a study case to be solved by mainly but not exclusively through the SWOT analysis. All groups will e-mail to the professor before the due date, the text presentation, as well as the brief power point presentation. On the due date, all groups have to be prepared to make a 20 to 30 minutes presentation of the study case, as a way to encourage debate and participation in the class. The rest of the class session will be devoted to comment on the different managerial and marketing aspects the study case and its analysis entails. The presenting group will be selected at random. The expected dates for the general study case presentations are, Thursday, November 13, and Thursday, December 4.

General study cases will be related with the main aspects this Marketing Management course touches upon. The text presentation above mentioned, will be anywhere from 4 to 7 pageslong at the very most. Quality, not quantity is highly appreciated and valued.

Specific short study case presentations. Starting from Tuesday, October 14, each class session will begin with a brief short case study presented by one of the class groups. The presenting group will hand in a 4 to a 7 page paper to the professor before the class, as well as the power point presentation that will be used to explain the situation the case deals with. The group presentations will run for about 10 to 15 minutes at the most, after which the class mates and the professor may ask questions or contribute to the analysis performed by the presenting group. The specific study cases are designed to provide each group of students with the opportunity to conduct a presentation. Both courses are to range from 10 to 15 groups of 4 to 5 team members each. All groups will present once, thus, having the opportunity to prove their communication and teamwork skills.

EXAMINATION

At the end of the season students will be administered a test examination (either true or false, or a multiple choice) to evaluate the degree to which the issues dealt in class, as well as those recommended from the study book have been well understood. The examination may as well include a few questions related with the general study cases, or a field trip if it were appropriate.

PARTICIPATION

Participation will be fostered and wanted to both, ask doubts and questions that may arise from the class sessions or the recommended text book, as well as to shed light on some marketing or corporate issues that may enrich the overall class session.

ATTENDANCE

Each academic session, the professor will go over the roster to discourage absences. According to the school regulations, attendance will be reported to ESCI to take care of any specific individual situation that might be justified.

GROUP CHARACTERISTICS

Considering the class composition, one of the objectives to pursue is to take the mutually beneficial advantage of sharing the different cultural and knowledge backgrounds derived from the different nationalities that are likely to attend this Marketing management class. Thus, one of the aims of each group will be to balance out the right mix of students of the home country, with European Union or North American students.

To foster the benefits derived from a multi-country approach, the personal responsibilities and the teamwork performance, the work groups will have a minimum of 4 students and a maximum of 5 people.

SKILLS AND COMPETENCIES

After the completion of this Marketing Management course students should be able to:

- Assess the importance of the internal and the external environment in the organization;
- To have a good understanding of the Marketing Management discipline as to be able to interpret organizational situations from a marketing point of view;
- To perform a good SWOT analysis;
- To be fluent in public presentations;
- To feel comfortable working in groups;
- To feel responsible for some part of the group project, and to share responsibility for the entire teamwork assignment;
- To develop the regular academic work in a multi-cultural environment;
- To get fluency in using and working with the English language.

LOGISTIC ISSUES

The first session will be fully devoted to explain the course structure, goals and ways of proceeding, to clarify any doubts or questions students may have.

Tuesday, October 7, closing date to form the groups of students, according with the above mentioned characteristics. After that date, the professor will put together those class members that did not become members of any group, or may make adjustments

on those groups that did not meet the balance criteria previously explained. Each group will e-mail the names of its members to the professor, before Tuesday, October 7.

On Thursday, October 9, the professor will avail the full group list to solve any problem that might be encountered.

On that date (thursday, October 9, as well, each group will be provided with a “dossier” that will have the general cases, as well as the specific group study cases.

Additionally also, on that date, each group will be assigned with a presentation date. The group date assignment will be chosen at random.

That class session will also be devoted to avail a general scheme to conduct the SWOT analysis.

As mentioned earlier, starting from October 14, each class will begin with a short study case presentation for about 10 minutes. After the group has finished, both the class fellows and the professor may ask questions or comment on some of the issues pertaining to the situation analyzed. As mentioned earlier as well, the days devoted to the general case study presentations will not be used for specific presentations.

As a reminder, all written assignments should be e-mailed to the professor before the presentation date. Unless there is a clear justification, those papers sent during or after the presentation, won't be accepted.

To make easier following the academic sessions, a general scheme of each topic to be covered, will be e-mailed to the class in advance. However, reading from the recommended book is highly desirable and even required, since some questions on the exam may well be based on the concepts conveyed by the book.

MARKETING MANAGEMENT I

GRADING POLICY

The course is aimed to combine the elements that allow the professor to assess both, individual as well as teamwork performance. Since the accent is placed on the personal achievement, the exam will have a higher weight than the rest of the other parameters evaluated throughout the course.

Weight of the magnitudes considered:

- Examination: 60%. To pass the exam it is necessary to obtain 50 over 100 points. However, the rest of the elements considered below may help the student to pass the course as long as the minimum score in the exam reaches 40 over 100 points. If the score on the exam is below that mark, the grade will be the exam score.
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- General cases: 20%. As mentioned, general cases should be e-mailed to the professor before the class they are due. If general cases are not delivered on time, they won't be graded, thus, they won't average for the final grade.
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- Specific group study cases: 15%. The same procedure holds for specific cases. Specific cases shall be handed in by e-mail to the professor before the class they are due. If specific group cases are not delivered on time, they won't be graded, thereby, not counting for the final grade.
- Individual participation: 5%. Individual participation is recommended to both, clarify doubts as well as to bring to the class knowhow and well founded thoughts and opinions.

If a student does not show up on the regular examination, he or she will get a "non presented" mark.

Those students who did not pass the course in December or did not show up, have the opportunity to take **an examination on September 2009**. The criteria applied to these students will be the same that the one mentioned above. Therefore, for those students who did not fulfilled their assignments during the regular course, will have to deliver them on the exam date to the professor.