

Course MRKT 5960/17 Marketing Management

Term Spring I, 2009

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Course Description The student examines the life cycle management of a product from inception to the point where it is no longer offered. Specific topics covered in the course include the product development cycle, product assortment decisions, branding, pricing, and others that make up the marketing mix and that are dynamic throughout the product life cycle. Specific emphasis is placed on identifying marketing problems, investigating alternative solutions, and rendering appropriate strategies and decisions. Techniques associated with situational analysis of problems are stressed.

Prerequisites MRKT 5000, MRKT 5920, MRKT 5940, MRKT 5970

Learning Outcomes Upon completion of the course the student should:

1. Know the techniques of situational analysis
2. Know how to investigate marketing problems to determine the base problem and identify alternative solutions
3. Know how to assemble the marketing mix for specific products and markets.
4. Be able to formulate the solution to marketing problems in a form suitable for presenting/selling to management.
5. Know how to manage price in the development of on going marketing management techniques

Textbook and other Materials Strategic Marketing 8th Edition, David W. Cravens and Nigel F. Percy

Grading	Case Studies & Projects	40%
	Mid Term	20%
	Final Exam	30%
	Class participation	10%

Case studies will be graded on content and presentation. There are required exams over the reading materials and classroom discussion. Student's command of the reading and subject matter will be demonstrated on the exam as well as in the context of the group project and cases. Attendance is required and expected and active participation both in groups and individual activities are an integral part of the evaluation.

Activities There will be 3 case studies and 1 project. You will be in groups for the case studies and one project

University Policies

Cheating
Any student found cheating on any part of the course work (homework assignment, term paper, quiz, exam, etc.) will automatically be given an “F” for the course. Any student found to be helping another student to cheat will likewise be given an “F” for the course. In each case, the student will also be put on disciplinary probation for the remainder of her or his stay at Webster. If the student is found to have engaged in cheating a second time, s/he will be automatically expelled from the University.

Attendance
Class attendance is obligatory. Instructors will take attendance at each class session and reduce a student’s course grade by half a letter grade for each full week of class missed. Any student who misses three or more full weeks of class will automatically be given an “F” for the course.

Course Policies

Weekly Schedule

Week 1	Market Driven Strategy Corporate, Business and Marketing Strategy	Chapter 1 Chapter 2
Week 2	Markets and Competetive Space Startegic Market Segmentation	Chapter 3 Chapter 4
Week 3	Capabilities for Continous Learning about Markets Strategic Market Segmentation Case 1	Chapter 5 Chapter 6
Week 4	Strategic Relationships Planning for New Products	Chapter 7 Chapter 8
TBD	Midterm Exam	
Week 5	Strategic Brand Management Value-Chain Strategy Case 2	Chapter 9 Chapter 10
Week 6	Strategic Pricing and Management Promotions, Advertising, and Sales Promotion Strategies Case 3	Chapter 11 Chapter 12

Week 7	Sales Force, Internet, and Direct Marketing Strategies	Chapter 13
	Designing Market-Driven Organizations Project 2	Chapter 14
Week 8	Marketing Strategy implementation and Control	Chapter 15
TBD	Final Exam	

**Additional
Information**