

MGT 103: Product Marketing and Management

Spring 2021

PROFESSOR: Kenneth Bates, Ph.D.

OFFICE HOURS: By appointment

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DESCRIPTION

The purpose of this course is to introduce students to the foundational principles of the marketing discipline. Marketing is at the core of any operating business, and it involves the strategic blending of art and science in an effort to deliver value to consumers. Whether it be products and services, or individuals and ideas, marketing is at the heart of any successful offering. It is the discipline of influence and the process by which we stimulate action in others.

In its simplest terms, marketing can be described as the facilitator of exchange. From consumer-packaged goods to financial services, and political ideologies to social causes, marketing brings interested parties together. This course will cover the strategic marketing process, covering topics associated with the conception, pricing, promotion, and distribution of goods, ideas, and services. We will discuss the importance of marketing research in identifying consumers' needs and wants, how to position an offering among the competitive landscape, and how to segment markets to target the most appropriate consumer audiences. Students will be exposed to several marketing concepts as well given the opportunity to apply their learning through the creation of a marketing plan.

OBJECTIVES

- To understand current theories and marketing concepts.
- To apply course content through the development of a marketing plan.
- To understand how marketers segment markets and position offerings.
- To examine the building blocks of marketing strategies employed in the search for competitive advantage.
- To gain experience working in and managing team dynamics.
- To practice strategic thinking while communicating ideas in a clear and persuasive manner.

MATERIALS

Required

- Marketing 14th Edition, by Kerin and Hartley
ISBN10: 1259924041
ISBN13: 9781259924040
- The 13th or 15th edition is acceptable as well if you find one available in print or ebook at a good rate.
- Marketplace Simulation - Bikes
 - Demo of the simulation - <https://www.marketplace-simulation.com/introduction-to-marketing-bikes-demo>

Recommended Reading

- *Influence: The Psychology of Persuasion*. Robert Cialdini. Collins Business Essentials.
- *Thinking, Fast and Slow*. Daniel Kahneman. Farrar, Straus and Giroux, 2011
- *The tipping point: How little things can make a big difference*. Malcolm Gladwell. Boston: Little, Brown, 2000.

SCHEDULE

Dates	Topics	Assignments
Week 1 – March 31	Initiating the Marketing Process	Read Chs. 1 - 4
Week 2 – April 7	Understanding Buyers and Markets	Read Chs. 5 -7 Read Appendix A
Week 3 – April 14	Marketing research and segmentation	Read Chs. 8 – 9 Team Formation
Week 4 – April 21	Developing and managing new products/services	Read Chs. 10 – 12
Week 5 – April 28	Midterm	
Week 6 – May 5	Pricing	Read Chs. 13-14
Week 7 – May 12	Advertising and Promotion	Read Chs. 17-19
Week 8 – May 19	Marketing Channels, and Personal Selling	Read Chs. 15 -16, 20
Week 9 – May 26	Strategic Marketing Process	Read Chs. 21 - 22
Week 10 – June 2	Marketing Plan Presentations	Turn in Marketing Plans

ASSIGNMENTS

Simulation and Marketing Plan: (30%)

As a team you will compete in a marketplace simulation bringing a new venture to market. Based on customer needs, you will formulate an initial marketing strategy to make brand, price, advertising, and distribution decisions. Customer feedback, competitor data, and profitability reports will challenge you to adjust your strategy in a dynamic and highly competitive environment.

At the conclusion of the simulation you will write a marketing plan discussing your strategy going forward as if you were continuing to manage your developed brand. An example of how to construct a marketing plan is provided at the end of the syllabus, but other potential plan styles will be discussed and provided to you during the course.

Exams: (50%)

There are two exams administered over the quarter: one midterm and one final. Each exam is worth 25% of the total grade for the course. Exam material will include readings from the text, lecture content, case examples, and class discussion. No late work or makeup assignments are permitted in this course. Therefore, if you know that you will miss an exam due to an excused reason (e.g. university athletic team), you must make a formal request *prior* to the exam with proper documentation.

Class Participation (15%)

During the course, we will have a variety of cases, exercises, and discussions. This course is best when students are interactive and involved; therefore class participation is an integral component of your learning. Participation scores will be based on attendance, preparedness for class lectures and discussions, involvement in class activities, and completion of various homework assignments. Your comments, questions, and homework should reflect knowledge of the reading and integration of class materials. Every student is expected to participate, and ideally contributions will add substance to the discussion and stimulate critical thinking. Students are permitted to work together on activities in class and homework outside of class, but each student must complete his or her own work.

Rady School Research Pool (5%)

5% of your grade is based on participation in two experiments offered by the Rady School Research Participant Pool. Each experiment will take up to one hour. If new to lab participation, to register for an account and to receive additional information about upcoming lab studies, visit: <http://radyclasscredit.sona-systems.com/Default.aspx?ReturnUrl=%2f> and click "New Participant? Request an account here." When you register, you will be assigned a unique ID – you will need to provide this ID each time you participate in a study. Make sure to keep track of it!

If you have served as a participant before, you will need to update which classes you are registered for in order to receive credit. Log in to your account here: <http://radyclasscredit.sona-systems.com/Default.aspx?ReturnUrl=%2f> and go to the "My Profile" page. There is an option near the bottom of the page to "Change Courses."

Questions about lab studies can be directed to RadyClassCredit@ucsd.edu. Studies will begin during week 2 or 3 of the quarter.

GRADING

Assignments	Percentage
Midterm	25%
Final	25%
Homework / Participation	15%
Rady Research Pool	5%
Marketing Plan Project (20% Written Plan / 10% Oral Presentation)	30%
Total	100%

ACADEMIC INTEGRITY

Integrity of scholarship is essential for an academic community. As members of the Rady School, we pledge ourselves to uphold the highest ethical standards. The University expects that both faculty and students will honor this principle and in so doing protect the validity of University intellectual work. For students, this means that all academic work will be done by the individual to whom it is assigned, without unauthorized aid of any kind.

The complete UCSD Policy on Integrity of Scholarship can be viewed at:
<http://senate.ucsd.edu/Operating-Procedures/Senate-Manual/Appendices/2>

STUDENTS WITH DISABILITIES

A student who has a disability or special need and requires an accommodation in order to have equal access to the classroom must register with the Office for Students with Disabilities (OSD). The OSD will determine what accommodations may be made and provide the necessary documentation to present to the faculty member.

The student must present the OSD letter of certification and OSD accommodation recommendation to the appropriate faculty member in order to initiate the request for accommodation in classes, examinations, or other academic program activities. **No accommodations can be implemented retroactively.**

Please visit the [OSD website](#) for further information or contact the Office for Students with Disabilities at (858) 534-4382 or osd@ucsd.edu.

MARKETING PLAN OUTLINE

Appendix A

1. Executive Summary [L][SEP]
 - a. Company Description [L][SEP]
 - b. Mission/Vision [L][SEP]
 - c. Goals [L][SEP]
 - d. Core Competency and Sustainable Competitive Advantage [L][SEP]
2. Situation Analysis
 - a. SWOT analysis
 - Internal Strengths and Weaknesses: Management, Offerings, Marketing, Personnel, Finance, Manufacturing, and R & D [L][SEP]
 - External Opportunities and Threats: Consumer/Social, Economic, Technological, Competitive, and Legal/Regulatory [L][SEP]
 - b. Industry Analysis [L][SEP]
 - c. Competitor Analysis [L][SEP][SEP]
3. Market Opportunity [L][SEP]
 - a. Target Customer Segment(s) Analysis
 - b. Needs and Wants
 - c. Points of Difference
 - d. Positioning
 - e. Competitive or Cultural Trends (accentuate rather than repeat if covered well in situation analysis)
4. Marketing Strategy
 - a. Product Strategy [L][SEP]
 - b. Price Strategy [L][SEP]
 - c. Promotion Strategy [L][SEP]
 - d. Place (Distribution) Strategy
5. Implementation/Execution of Marketing Program
 - a. Specific tactics that will be employed in executing the strategy
 - b. Timeline for tactical execution [L][SEP]
6. Financial Data and Projections [L][SEP]
 - a. Past Sales Revenues
 - b. Three-Year Projections [L][SEP]
7. Evaluation, Controls, and Contingency Planning