

Marketing Management (MGT 404)
UC Davis Graduate School of Management
Course Syllabus, Winter 2022

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Course Description

Marketing organizations are responsible for creating business value by identifying, building and capturing market opportunities. In this course, students will become well-versed in the key marketing principles and tactics required to accomplish that goal, while also gaining practice in the key skills required in the role of a marketing person. Upon completion of this course, students will have the fundamental knowledge, skill, and ability to:

1. Understand and apply the key elements of a strategic marketing plan.
2. Apply marketing methodologies to analyze markets, competitors, and customers.
3. Identify and resolve marketing challenges in the context of the four P's and the five C's.
4. Develop and apply a messaging and positioning framework to address customer pain points.
5. Develop and present a marketing plan for a new product or service for a client of your choice.

Over the course of the quarter, you will use the tools and practice the skills required to be a successful marketing person. Even if your career plans aren't focused on becoming a marketing professional, you will find that the general skills developed in this class will be useful across multiple job categories. You will also gain significant insight into how marketing organizations operate and why marketing professionals do the things they do. And, if you do desire to be a marketing professional, this course will provide a solid foundation for the more in-depth, marketing-centric courses offered through the GSM.

I bring a rich mix of business management and marketing experience to the learning environment. As such, my approach and expectations in the classroom are similar to what you would experience in the workplace. That means that (when appropriate) you will be expected to objectively, cogently, and professionally challenge and defend the plans, recommendations, or approaches expressed by your team and others.

Assignments, Homework, Projects and Exams

This course has a heavy workload. Success requires that you stay on top of the reading, case studies, homework and in-class assignments.

Grading Summary

- HW / ICA assignments (30%)
- Mid-term exam (20%)
- Participation (20%)
- Marketing Presentation and Report (30%)

In Class and Homework Assignments (30%):

Homework assignments will be provided on Canvas up to one week prior to due date. Homework assignments must be uploaded to Canvas using the prescribed format by the deadline identified. I use an assignment roadmap that shows all due dates and all assignments. It will be posted on Canvas after the

first lecture. I strongly encourage you to review the assignment roadmap at least once a week as it does change frequently, depending on the pace of progress.

I **do not** accept late assignments unless you have an excused absence. If you are approaching the deadline and are struggling with canvas or experiencing a technology glitch, you can email the assignment to me. As long as the email time stamp is before the deadline, I will accept it.

In-class assignments will be provided during class. In-class assignments can be turned in after the class has adjourned, up until the deadline on canvas (typically an hour after end of class). In-class assignments include BOTH individual and group / team assignments. If you miss class and do not participate in the in-class assignment you will not receive credit for that assignment (excused absences are allowed a make-up assignment).

Midterm (20%):

The midterm is short-essay. You will be required to apply the key concepts reviewed quarter to date. No further details until the week prior to the midterm.

Classroom and Project Participation (20%):

Classroom and project participation is a considerable part of your overall grade. This part of your grade will be determined in large part by you, and then by your teammates. You will need to actively and appropriately participate in the classroom discussion. That does NOT mean that you need to speak on every topic. Nor does it mean that you must be overly verbose when you do speak. But you must speak, and when you do, you must be on topic and at the right altitude.

In addition, your peers will provide a confidential participation grade to me based on your contributions to the team projects and in-class assignments. This means that if you do not participate in the group projects, or if your quality of work is below expectations, then you should expect your peers to evaluate you accordingly.

I manage this part of the grade quite closely to ensure that it is applied fairly. The best advice I can provide is for you to make sure that you and your teammates speak frequently about the level of participation that each group member is providing and that if one group member is not meeting expectations, that the team speak to that individual directly to see if the issue resolves. If that does not resolve the issue, then escalate to me so I can address the problem. As graduate students, I do not anticipate this to be an issue, but in the event that one arises, this is your remedy.

Client Marketing Plan Presentation and Marketing Plan Report (30%):

Prior to the first day of lecture, you will be assigned by email to a marketing team comprised of five or six students. In this team, you and your teammates will act in the role of marketing consultants. As such, you will be “hired” by a company of your choosing (and my approval) to develop a comprehensive marketing plan. This will be your team for the balance of the quarter.

You and your team will be required to provide the names of three potential client companies. I will provide detailed guidelines for you to use as the selection criteria during the first lecture. I will then evaluate your selections and provide you with a final client decision. This will then be your client for the balance of the quarter.

You and your team will then need to conduct a situational analysis consisting of a marketing audit, a SWOT analysis, and a comprehensive competitive analysis. The marketing audit allows you to evaluate the effectiveness of your client’s marketing activities in the context of the four P’s and five C’s.

You will also be required to develop a segmentation model and a customer persona for your client. Once you determine your primary target audience, you will identify the key marketing problems (in the context

of the four P's and five C's). Finally, you will develop a comprehensive client marketing plan that addresses the key problem areas.

The pinnacle project for this course is the client marketing plan – which will also serve as the final exam. It combines all of the key learnings from the situational analysis and the competitive analysis, along with the additional marketing concepts and exercises learned throughout the quarter.

Each team will be responsible for developing their own unique marketing plan to address the key client problems you've identified. Each team will present their marketing plan during the final lecture. There will be a question and answer period after you present and you must be prepared to defend your recommendations. A grand prize winner will be selected and that winning team will earn a very valuable award.

Remarks

- Class attendance is mandatory. Lack of attendance will impact your participation grade.
- Readings and cases must be read before class so that you can be prepared to participate in the classroom discussions and in-class assignments with your teammates.
- No make up for the mid-term. Plan accordingly to avoid scheduling conflicts.
- Attendance – For business or job related travel (to be approved in advance) you can apply for an excused absence, without penalty. If you are sick, please inform me before start of class.
- Academic code of conduct – You are required to uphold the University's Regulation 537 on Exams, Plagiarism, Unauthorized Collaboration, Lying, Disruption, and other issues. Please review and become familiar with the UCD code of conduct. <http://sja.ucdavis.edu/files/cac.pdf>

Course Content

The content delivered each week covers a new set of topics. Since each week's content builds on concepts taught from the previous week, it is critical that students do not fall behind. Required readings and assignments must be completed on time in order to participate in classroom discussions and to be prepared to fully participate with teammates during the in-class assignments. Linked items are available online or through the UC Davis library. If noted, some links will need to be accessed from on campus or by using the [library VPN](#).

HBS Reading (Course Textpak)

1. Marketing Strategy (8153-PDF-ENG)
2. Segmentation and Targeting (8219-PDF-ENG)
3. Marketing Intelligence (8191-PDF-ENG)
4. [The Elements of Value: Measuring and Delivering What Consumers Want](#) (R1609C-PDF-ENG)
[Needs VPN – not included in Textpak]
5. Digital Marketing (8224-PDF-ENG)
6. Developing and Managing Distribution Channels (8149-PDF-ENG)
7. Brand Positioning (8197-PDF-ENG)
8. Marketing Communications (8186-PDF-ENG)

HBS Cases

1. [Top Box: Rediscovering Customer Satisfaction](#) (BH094 – PDF-ENG) **[Needs VPN]**
2. [How Snapple Got Its Juice Back](#) (RO201C – PDF-ENG) **[Needs VPN]**
3. IKEA Invades America (9-504-094-PDF-ENG)

Textbooks

Required: Power of Habit (POH), Charles Duhigg

1. Pages 1-59
2. Pages 182-212

Optional: Principles of Marketing

Available as a part of Open Access Library: [Principles of Marketing - Open Textbook Library \(umn.edu\)](https://openstax.org/r/principles-of-marketing)

Tentative Instruction Plan

<i>Lecture Date</i>	<i>Topics</i>	<i>Chapter (Optional)</i>	<i>HBS Readings (Required)</i>
Lecture 1	Introduction to Marketing <ul style="list-style-type: none">- The Four P's / Five C's- A Strategic Approach- Product Life Cycle (PLC)	Chapter 1	Marketing Strategy
Lecture 2	Markets and Customers <ul style="list-style-type: none">- Market Segmentation- Customer Segmentation- Market Research- Focus Groups / Customer discussion	Chapter 5 Chapter 10	Segmentation and Targeting Market Intelligence
Lecture 3	Consumer Dynamics <ul style="list-style-type: none">- Consumer Behavior- Value Proposition and Differentiation- Customer Pain Points- Competition- Types of Analysis	Chapter 3 Chapter 4	Elements of Value Power of Habit: - Pages 1 - 59
Lecture 4	Customer Acquisition and Retention <ul style="list-style-type: none">- Buyer Adoption Models- Promotions- Promotional Mix- Digital Marketing	Chapter 14	Digital Marketing
Lecture 5	Marketing Plan Overview <ul style="list-style-type: none">- Elements of a plan- Market Modeling- Market Sizing- Market Opportunity	Chapter 2 Chapter 16	
Lecture 6	Mid Term		Power of Habit: - Pages 182-212
Lecture 7	Distribution <ul style="list-style-type: none">- Direct / Indirect- Online / Brick and Mortar Strategies and Tactics <ul style="list-style-type: none">- Integrated Marketing Campaigns- Success Metrics	Chapter 8	Developing and Managing Channels
Lecture 8	Branding <ul style="list-style-type: none">- Branding Positioning- Communications and Content- Messaging and Positioning	Chapter 11	Brand Positioning Marketing Communications
Lecture 9	The Brand Called You		
Lecture 10	Marketing Plan Competition		
Week 11	Final Exam		

Statement on Accommodation

UC Davis is committed to educational equity in the academic setting, and in serving a diverse student body. All students who are interested in learning about how disabilities are accommodated can visit the Student Disability Center (SDC). If you are a student who requires academic accommodations, please contact the SDC directly at sdcc@ucdavis.edu or 530-752-3184. If you receive an SDC Letter of Accommodation, submit it to your instructor for each course as soon as possible, at least within the first two weeks of a course.

Rights and Responsibilities

All participants in the course, instructor and students, are expected to follow the UC Davis Principles of Community, which includes affirmation of the right of freedom of expression, and rejection of discrimination. The right to express points-of-view without fear of retaliation or censorship is a cornerstone of academic freedom. A diversity of opinions with respectful disagreement and informed debate enriches learning. However, in this course, any expression or disagreement should adhere to the obligations we have toward each other to build and maintain a climate of mutual respect and caring.

You are expected to take UC Davis's Code of Academic Conduct as seriously as we do. You were given this code of conduct with explicit explanations of violations (e.g. plagiarism, cheating, unauthorized collaboration, etc.) and your responsibilities in regard to them during orientation, and you signed a statement affirming that you understand it. Academic conduct violations will not be tolerated, and your instructor will not hesitate to turn violators over to Student Judicial Affairs. If you are uncertain about what constitutes an academic conduct violation, please refer to the code linked above, contact your instructor, or refer to the Office of Student Judicial Affairs.

All material in the course that is not otherwise subject to copyright is the copyright of the course instructor and should be considered the instructor's intellectual property.

Safety and Emergency Preparedness

UC Davis has many resources to help in case of emergency or crisis. While reviewing campus Emergency Information, you may want to register for UC Davis Warn Me and Aggie Alert, which will give you timely information and instructions about emergencies and situations on campus that affect your safety.

If there is an emergency in the classroom or in non-Davis locations, follow the instructions of your instructor.

Disclaimer

Unexpected events might require elements of this syllabus to change. Your instructor will keep you informed of any changes.

Updated November 24, 2021
