

(IMPORTANT DOCUMENT: READ this today; KEEP this throughout semester; REFER to this for each activity)

BUS 4400 – Marketing Planning and Analysis
Fall 2017

COURSE ESSENTIALS

This page summarizes the most important syllabus information you need for the course. Further detail can be found on the pages that follow.

Professor: Dr. Sujata Ramnarayan Office Hours: Monday: 2:00 – 3:00
Office: Cuvilly, Room 19 Thursday: 5:00 – 6:00
Phone: 650-508-3639 ...or by appointment
E-mail: sramnarayan@ndnu.edu

Required Texts:

KA Kotler, Philip, & Gary Armstrong, Principles of Marketing, 17th edition, 2018, Pearson, ISBN-13: ISBN-13: 978-0-13-449251-3 (Print edition)
ISBN-13: 978-0-13-446152-6 (Student edition – loose leaf)- (Print that is cheaper)

Marketing Game (Instructions emailed separately/on Moodle)

Harvard Business Cases Coursepack (Check email/Moodle for link)

Recommended Reading:

Business Week
The Wall Street Journal

Graded Components:

| Activity | Weight | Date | Day |
|--|--------|-------------|--------------------------|
| Exam | 20% | | Dec 7th |
| Game Decisions | 12% | } | Check syllabus for dates |
| Game Presentation | 10% | | Nov 16 |
| Game Documentation | 8% | | Nov 16 |
| HBS case presentations (total of four – each counts for 10%) | 40% | | Check syllabus |
| Class Participation | 10% | continuous | Every class |
| Case Papers (4) | - 0% * | your choice | Every class |
| Total: | 100% | | |

* explained below under “Grading”

SYLLABUS

The following information is intended to give you guidelines to make your work in the course easier and more productive.

COURSE OVERVIEW AND LEARNING OBJECTIVES:

This is an integrative course in Marketing that helps you understand the role and importance of Marketing in all businesses – small, big, profit or non-profit. Topics include analysis of markets, planning and product strategies, and developing a balance in marketing decisions that considers prices, channels of distribution, promotional concerns, competition, and other factors. This course exposes you to various concepts through a combination of readings, lectures, activities, videos, cases, and a marketing simulation game. The learning objectives for this course are:

1. Understand the importance of creating value for a customer
2. Understand and apply the concepts of segmentation, targeting, and the four tools in the marketing mix in an integrated manner
3. Develop an appreciation for marketing's role in any business (small, big, profit, non-profit)

COURSE FORMAT

This course will use a combination of lectures, videos, in-class discussions, presentations, other in-class activities, and a hands-on computer based marketing game to achieve the learning objectives. We meet every Thursday.

CLASS FORMAT

The class will generally be broken up as follows:

FIRST MODULE: General housekeeping, lecture, activities short break

SECOND MODULE: Student led case presentations and discussion, second break

THIRD MODULE: Marketing game decision discussion

IMPORTANT: Before we meet for the first class on August 31st, it is required that you register for the marketing game online (you need your Team no and Game ID number – emailed to you and on moodle), and review the video lecture to understand the basic premise behind the game.

You will find your course schedule on moodle that indicates the chapters, game sequence, and cases we would be covering each day. This is meant as a guideline only. The actual topics covered / or dates may vary slightly depending on our pace of progress. I will announce any changes that depart from this schedule, in class and/or through mass email. You are expected to come to class prepared with the readings prior to class in order to be an active participant in class.

GRADING COMPONENTS

The first page of the syllabus lists all the grading components. Your performance in the course depends on your performance on each of these components. It is a good idea for you to have a goal and work towards that. For example, if you want an A in the class, you should be working towards that end from the beginning. It is hard to get an A if you miss a couple of exams and then wonder how to get to that level at the end of the semester. Your performance will be evaluated based on four case presentations/analysis, marketing game decisions, marketing game presentation/documentation, four written mini-case assignments, case discussions, class participation, and a final exam.

The number of points assigned to each of the grading components is as follows:

Exam – 100 points

Mini-Cases: 0 points each (P/F) with possibility of losing points if receiving an F or for non-submission

HBS Case Presentations: 50 points each (total 200)

Participation: 50

Game Decisions - 60 points (10 points for each decision)

Game Presentation – 50 points

Game Documentation – 40 points

Maximum available points: 500

Grading is based on a scheme similar to the following: 94% and above A ; 93% - 90% A- ; 89% - 87% B+ ; 86% - 84% B; 83% - 80% B- ; 79% - 77% C+ ; 76% - 74% C ; 73% - 70% C-; 69% - 67% D+ ; 66% - 64% D ; 63% - 60% D-; **below 60% F;**

Details on each of the grading components are as follows.

Exam

There is one final exam which is cumulative. However, I will provide some guidelines for preparation. The exam will consist of multiple choice questions and short essays. **THERE ARE NO MAKEUP EXAMS.** Any exceptions, if at all, will be made on a case-by-case basis. *If there is any conflict with the final examination date, you need to let me know today.*

Mini-Cases

There are fifteen mini-cases that will be used in class discussions over the semester. You are required to select **any four** of the cases and write a one to two page (double spaced 12 point Times New Roman font, approximately 700 words) analysis of the case. You should focus on what the central problem/issue in the case is and what is being done or should be done to address the issue. You can use the discussion questions at the end of the case as a guideline. You are also expected to conduct a quick research on the internet to update the information presented in the case. About three good sources of information should be sufficient to do this. You should indicate the sources in your written submission. Your case assignments

need to be submitted on the day of the discussion at the beginning of the class. You will sign up to submit any four of the twelve cases on the sheet I pass around in class. You will notice that the cases DO NOT carry any points and will be graded on a pass/fail basis. If you submit the case, you will most likely pass. If you **consistently** submit very good work, you have the opportunity to earn extra credit (10 points). ***If you do not submit or submit poor work (no references, insufficient analysis), you will lose up to 2% of your total course points for each case.***

Presentations/HBS Case Analysis

Each of you will work as part of a team on four Harvard Business School cases which you will then present to the class. You will work on four such cases highlighting different areas/concepts in marketing. I will provide more details on this separately.

Marketing Simulation Game/ Presentation/Documentation

The marketing simulation game is a great opportunity for you to learn hands-on about how to apply the concepts you are learning in class and receive immediate feedback on the actions you take. You will be working in teams and making decisions that affect the growth, market share, and profitability of your company in the technology industry.

Marketing Game Presentation

Each team will make a presentation on the game experience, results, and learning to the class after the last quarter of the game.

Marketing Game Documentation

As you make decisions each quarter, document your decisions, reasoning behind the decision each quarter. You will submit this documentation as a paper. I will provide more details on expectations on game separately.

Class Attendance, Participation, and Expected Behavior

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| <p>Since this class meets for 3 hours each session, missing even one class can significantly impact your grade. Missing two classes will result in failure in the course.</p> |
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Class participation counts for a total of 50 points. Your active participation through contribution of your viewpoint, other examples you can share, relating concepts, and through questions is highly encouraged. The case discussions and in-class activities will provide ample opportunity to be an active participant. In order for the class to flow smoothly and for your own learning experience to be at its optimal best, please be in class on time. You will need to use laptops for the Marketing Game. However, use of laptops at other times is not required since we will have active discussions.

Use of Moodle in Course

Documents related to the course will typically be posted on Moodle for access. To access it, go to <http://sbmonline.ndnu.edu/> and click on the course.

CLASSROOM ATMOSPHERE EXPECTATIONS

You are expected to be in class on time. You are expected to come prepared to discuss assigned cases and readings. You are expected to be an active participant in creating a class atmosphere where other views are respected. Questioning views is okay as long as it is done in a respectful manner and based on facts. Cell phones are expected to be turned off. Computer use is not permitted unless it is necessary (*such as when working on the marketing game*) and relevant to the class for discussions/papers/ and/or research. It is disruptive to other students to have screens that are not necessarily relevant to class in front of them. All class behavior is expected to be conducive to general class atmosphere for learning.

Students with Disabilities:

If you have a learning disability or other circumstance that requires accommodations in this class, you must bring it to the attention of Disability Services to arrange for possible accommodations. Disability Services has recently become part of Counseling, Health, and Disability Services, located in New Hall E18 and New Hall E19. The main number for Counseling, Health and Disability Services is 650-508-3714. The Disability Services Specialist is Alice Wong and she may be contacted directly at awwong@ndnu.edu or 650-508-3670.

BEST WAY TO REACH ME

The best way to reach me is during my office hours and through email. I will respond within a reasonable amount of time (24 hours or less).

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