COURSE TITLE: BUS 4400 02 Marketing Planning & Analysis
DESCRIPTION: Studies the application of marketing as an integrative process. Topics include analysis of markets, planning and product strategies, and developing a balance in marketing decisions that considers prices, channels of distribution, concerns, sales force, and other factors.
PREREQUISITES: None
SEMESTER: Spring 2014
COURSE START: January 13, 2014
CLASS HOURS: 6:00pm-9:15pm, St. Mary’s Hall, Room 204
INSTRUCTOR: Dr. William Rhyne, D.B.A.
TELEPHONE: (510)219-5934
E MAIL: wrhyne@ndnu.edu
OFFICE HOURS: Room CC7: 30 minutes prior to the start of each class or by prearranged appointment.

Instructor Introduction:

Dr. Rhyne has worked in sales or marketing functions with distributors, manufacturers, and service companies from small start-up to large multinational corporations, such as Air Liquide Corp. His experience includes competitive analysis, new product launches, sales forecasting, channel distribution strategies and development, market trials of proto-type products, and development of communication materials in online and print formats. For Professional Medical Products, a medical device manufacturer, he was named National Sales Representative of the Year, for his sales performance. His fermented apple juice beverage, Rhyne Cyder, won state and international level awards for quality and the product still serves as an examplar for French-style sparkling hard cider in the judging competitions.

In addition to corporate-level professional sales training, he has an MBA in marketing from the University of California at Davis, a Diploma in International Business from Erasmus University in Rotterdam, The Netherlands, and Doctorate in Business Administration (DBA) from Golden Gate University. Before joining NDNU’s faculty in January 2012, he taught in business programs at the BBA and MBA level at universities, such as the UC-Davis MBA program, San Francisco State University, Golden Gate University, and regional universities throughout China since the fall of 1998.

In his spare time, he enjoys playing guitar and singing many types of music—country, western, blues, jazz, rock, and Hawaiian. His current band, Da Puna Bruuddahs, performs in Sonoma County for corporate, public, and private events.

LEARNING OBJECTIVES:

• Students will learn the concepts and terminology/vocabulary used by marketing managers and demonstrate their mastery through writing assignments and the class marketing plan project.

• Students will learn how to manage the marketing process and decision-making through the marketing plan process.

• Students will learn how to take an unstructured business situation, provide the problem structure, analyze it, and provide recommendations.
• Students will present their recommendations and will critically evaluate other presentations from the perspective of an investor, CEO team, or bank loan officer, depending on the context of the presentation.

ACADEMIC HONESTY: Academic honesty is a cornerstone of our values at NDNU. If any words or ideas used in an assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Consult the NDNU Student Handbook regarding consequences of misrepresenting your work.

PRIVACY and CONFIDENTIALITY: One of the highlights of the NDNU academic experience is that students often use real-world examples from their organizations in class discussions and in their written work. However, it is imperative that students not share information that is confidential, privileged, or proprietary in nature. Students must be mindful of any contracts they have agreed to with their companies.

LEARNING and OTHER DISABILITIES: If you have a learning disability or other circumstance that requires accommodations in this class, you must bring it to the attention of Program for Academic Support and Services (PASS) to arrange for possible accommodations (650-508-3670).

SYLLABUS UPDATES: Refer to this syllabus for course assignments. However the course syllabus and schedule are subject to change in the event of extenuating circumstances. You will be notified of any changes made to the syllabus. In all circumstances University policies will be strictly adhered to.

CLASS ATTENDANCE: Your attendance is very important to your studies at the University. Non-attendance or lack of participation in the class is considered during the grading process. It is the student’s responsibility to initiate the drop or withdrawal. There are no exceptions.

WORKLOAD: A 3 hour semester credit graduate course involves a total of 180 hours of course engagement over a 15 week period. Students should budget their time carefully so they do not get overextended. In addition to the 45 hours in class on-campus, students will spend 135 hours (9 hours per week on average) outside of class doing researching, reading, writing, and meeting with classmates.

WRITTEN ASSIGNMENTS: The School of Business and Management requires the use of the American Psychology Association (APA) publication guidelines as a standard for all papers.

LATE HOMEWORK: Assignments are to be completed and submitted at the start of each class meeting. Assignments not turned in on time are considered late. Late assignments will be accepted only for one week after the due date; after which time the assignment will not be accepted. Only up to two assignments may be turned in late during the duration of the class. Late assignments scores will incur a reduction of 20% of point value.

PARTICIPATION: Both lecture and classroom activities are organized to maximize student involvement in the learning process. You will be evaluated on your comprehension of the material as well as your ability to discuss the relevancy (i.e., research pros and cons) of what was noteworthy in context of this class.

EXTRA CREDIT: None specified, though the opportunity to introduce it will be at the discretion of the instructor.

class will include publically available industry reports, company SEC 10K/Annual reports, government reports, and trade reports, which can be accessed via the NDNU library in physical format or via online databases. Consult with the NDNU librarians for research assistance. The instructor will provide the marketing plan outline to be used for the project.

Published Textbook Information
In accordance with the federal Higher Education Opportunity Act, to the extent practicable, NDNU makes textbook information available as part its class schedule. NDNU makes every effort to ensure the accuracy of the textbook information provided. Due to issues such as textbook availability, errors, and academic reasons, NDNU may need to change textbook information that has been published. NDNU cannot take financial responsibility when a student purchases a non-refundable textbook and a change occurs to published textbook information. Students wishing to avoid this risk, should purchase textbooks from sources that allow returns for refunds, such as the NDNU Bookstore managed by Follett.

ASSIGNMENTS VALUE & KEY DATES:

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Pt Value</th>
<th>Due dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance/Participation (10pts) and 5 assignments(20pts)</td>
<td>30</td>
<td>2/10, 2/24, 3/3, 3/24, 4/7</td>
</tr>
<tr>
<td>Individual paper evaluating the final presentations</td>
<td>15</td>
<td>4/29</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>25</td>
<td>3/10</td>
</tr>
<tr>
<td>Group Project Paper</td>
<td>30</td>
<td>4/28</td>
</tr>
</tbody>
</table>

POINT TOTALS 100

GRADE/POINT CONVERSION:

<table>
<thead>
<tr>
<th></th>
<th>A+ 100-97</th>
<th>A  96-94</th>
<th>A- 93-90</th>
</tr>
</thead>
<tbody>
<tr>
<td>B+</td>
<td>89-87</td>
<td>B  86-84</td>
<td>B- 83-80</td>
</tr>
<tr>
<td>C+</td>
<td>79-77</td>
<td>C  76-74</td>
<td>C- 73-70</td>
</tr>
<tr>
<td>D+</td>
<td>69-67</td>
<td>D  66-64</td>
<td>D- 63-60</td>
</tr>
</tbody>
</table>

COURSE ACTIVITIES:

The Marketing Plan Project: Students form groups of 3-4 individuals and each group select a product-market for an existing organization. Students will select a Bay Area company that is publicly traded to allow better access to company financial and marketing data to be used for the marketing plan project.

As part of an in-class simulation, the group will play the role of a marketing management team that is in charge of the 2013-14 marketing plan for a specific product/service/brand or market. The team’s specific strategy will need to fit with the overall corporate strategy of the organization.

You may consider selecting a local company or organization that is interested in your output. This gives the company an interest in cooperating in your data collection efforts, which might make data gathering easier or more relevant.

You need to form your group and define your topic by the second class session. It is important to identify your group’s skill sets and experiences in order to plan our project research, analyzing, writing, and presentation activities. You need to establish group norms for communication with each other, research and writing quality expectations, and time constraints.

You will need to collect both secondary and primary data for this project. If the companies are public traded, we will use annual reports, 10K SEC filings and other publicly available reports for analysis. Industry reports, such as Hoovers, S&P, IBIS, Mintel, as well as government data
reports will be used. Students should familiarize themselves with NDNU’s librarians and their resources. Every member of the group must participate in writing and presenting a part of the plan.

As part of an in-class simulation, the oral presentation and written plan will be pitched to a higher level of management (your classmates) for approval. The oral presentation should summarize and highlight the key aspects of the written plan. Any secondary data used in the plan should be properly cited in footnotes using APA format.

Class Schedule:

Jan. 13, Session 1: Introduction to Course
- Topics: Defining Marketing for the Twenty-First Century, Developing and Implementing Marketing Strategies and Plans
- Reading: Kotler Ch 1 & 2
- In-class activity: Student introductions, team forming.

Jan. 27, Session 2: Topics—Gathering Information and Scanning the Environment, Conducting Marketing Research and Forecasting Demand
- Reading: Kotler Ch 3 & 4
- **Due:** Name of group, members, company and product

Feb 3, Session 3: Topic—Analyzing Consumer & Business Markets
- Reading: Kotler Ch 5, 6, & 7
- **Asst 1 due Feb. 10:** One page, 250 words, Company profile: Vision/mission, CEO, HQ address, Sales for 2011-12, Number of employees, Industry, Competitors & markets served.

Feb 10, Session 4: Topic—Identifying and targeting market segments
- Reading: Chapter 8
- **Asst 2 due Feb. 24:** Individual Assignment (500-1000 words) —Pick a consumer product (not service). Identify the target consumer, the close competitors, the key features and benefits of the product specific to the product category and then to the company brand. Describe the pricing strategy of the company. Summarize the strengths and weaknesses of the product relative to its close competitors.

Feb 24, Session 5: Topic—Creating Brand Equity, Creating the Brand Positioning and Dealing with Competition
- Reading: Kotler Chapters 9, 10 & 11

March 3, Session 6: Topic—Setting Product Strategy
- Reading: Kotler Chapter 12
- **Asst 3 March 3:** Marketing Situation analysis which includes the external and internal issue analysis of the company.

March 10, Session 7: **Midterm Exam (Chapters 1-12)**

March 17, Session 8: Topic—Designing and Managing Services
Reading: Kotler Chapter 13

March 24, Session 9:  Topic- Delivering Value through Pricing Strategies and Programs
Reading: Chapter 14
Asst 4 Due: Individual Assignment (500-1000 words) —Pick a consumer service (not a tangible product). Identify the target consumer, the close competitors, the key features and benefits of the product specific to the product category and then to the company brand. Describe the pricing strategy of the company. Summarize the strengths and weaknesses of the product relative to its close competitors.

March 31, Session 10:  Topic: Integrated Marketing Channels; Well-Managed Retailing, Wholesaling, and Logistics
Ethics in Marketing Topics: Cross-cultural comparisons
Reading: Kotler Chapters 15 & 16

April 7, Session 11:  Topic- Integrated Marketing Communications; Mass and Personal Communications
Reading: Chapter 17 & 18
Assignment 5 Due: Market Strategy & Financial Projections rough draft

April 14, Session 12:  Topic: Personal Communications; Introducing New Marketing Offerings
Reading: Kotler Chapter 19 & 20

April 21, Session 13:  Topic: Global Marketing; Holistic Marketing Organizations
Reading: Chapters 21 & 22

April 28, Session 14:  Final Marketing Plan Presented & Written Plan Due; Plan Evaluation Report on April 29 via e-mail.