

Marketing Planning
MARK 4322-001 Fall 2012

Instructor Name: Dr. Narayan Janakiraman

Office: Room 201 – Business Building

Class Timings: M W F 11:00 AM – 11:50 AM

Office Hours: M W 12:20 PM – 1:20 PM or by appointment only

Phone: 817-272-0151

E-mail: janakira@uta.edu - Preferred

Class Room: Room 141 - Business Building

Required Cases: The following cases (case-pack) can be purchased from HBS Publishing by following the link below

- a. Nintendo - The Launch of Game Boy Color - HBS Case # - 901A13-PDF-ENG
- b. Apple iPhone – HBS Case # - UV1228-PDF-ENG
- c. Launching the BMW Z3 Roadster – HBS Case # - 597002-PDF-ENG
- d. Snapple – HBS Case # - 599126-PDF-ENG
- e. Distribution at American Airlines (A) – HBS Case # - 909035-PDF-ENG
- f. AMD: A Customer-Centric Approach to Innovation – HBS Case # - 507037-PDF-ENG

Link to purchase the cases

<http://cb.hbsp.harvard.edu/cb/access/14655871>

Note: You need to register on the site to create a user name if you do not already have one. The course materials are PDF documents and you can open them with Adobe Reader or any other reader. After you register, you can get to the coursepack at any time by doing the following:

- 1. Visit hbsp.harvard.edu and log in.
- 2. Click **My Coursepacks**, and then click Marketing Planning

Required Textbook: *A Framework for Marketing Management, Fifth Edition*, by Philip Kotler and Kevin Lane Keller, ISBN 10: 0132539306. An etextbook may be purchased. Previous edition of the same title are also acceptable.

It is recommended that you read the business press regularly such as the Business Week, Wall Street Journal, and Fortune.

Course Pre-requisites: MARK 3321 (Principles of Marketing), MARK 3324 (Buyer Behavior), MARK 4311 (Marketing Research), and senior standing. If you do not meet these prerequisites, you should withdraw from this course immediately and choose another course. You will be administratively dropped from this course if you do not meet the prerequisites for this course.

Course Description: A capstone course designed to help students develop the ability to apply knowledge and analytical skills acquired in the marketing and business curricula. The importance of a structured planning process in formulating and implementing marketing strategies is emphasized.

Learning Objectives: The course is designed to strengthen your marketing planning and implementation skills. We will discuss some of the more recent and important areas of marketing and review some of the

key concepts discussed in earlier marketing courses. The emphasis of the course is on application of marketing concepts. The course is also designed to strengthen your verbal and written communication skills. Through the course you are encouraged to share your experiences and knowledge with the class. You are expected to read the material in advance and share insights in the classroom for a meaningful experience.

Course Details and Policies

- 1 'If in doubt' – Ask.
- 2 *Communications*: I will use Blackboard for electronic communications. Not checking Blackboard regularly is not a valid excuse in the course. According to UTA policy all correspondence between faculty and students must be made using the University-assigned e-mail address. This policy is in place to protect your academic and personal information from unauthorized access. I will only respond to emails originating from a UTA email address.
- 3 *Exams and other submissions* A 'zero' will be given for missed exams and deadlines, details noted with the respective course components. The only exception being a university approved reason, which will require appropriate documentation. The documentation should be provided on the day you return to class. All make-up exams will be scheduled at my convenience and discretion. I will also determine the format of the make-up exams.
- 4 *Submissions*: All hand-ins are due at the beginning of class, no exceptions.
- 5 *Attendance Policy*: Please be diligent in attending classes else it will severely affect your grades. I hope the class is stimulating enough to encourage regular attendance and participation.
- 6 *Punctuality*: Classes will begin on time and you are expected to be there at the start of class. If you have to leave before end of class, then please let me know before the start of class. If you are either late or have to leave early, then please sit close to the door and do not disturb others. Any disruption to the class will lead to a reduction to your final course grade.
- 7 *Technology*: Please do not use your cell phones in class. Points will be deducted from your class participation grades for use of cell phones during class.
- 8 *Grades*: I will be fair with the grading and do not encourage conversations for grade changes. You should discuss any grade related questions within two-weeks of the grades being posted on Blackboard. I encourage you to stop by my office any time during the semester to review your performance.
- 9 *Time*: Please be prepared to spend at least 3 hours outside class for every hour of in class instruction.
- 10 *Team Work*: The course requires extensive team work. Please form your teams carefully, considering convenient times to meet outside class.

Please feel free to contact me if you have any questions or concerns.

Grading

<i>Course component</i>	<i>Points*</i>
Exam 1	60
Exam 2 (final exam)	70
AOL exit exam	70
Case write-up (team) – Nintendo	100
Case Discussion (team)	100
Class participation	100
Peer Evaluation	100
Total points	600

*The total points will be rounded off at the end of the semester.

<i>Total points</i>	<i>Final Course grade</i>
540 or more	A
480 to 539	B
420 to 479	C
360 to 419	D
359 or less	F

Exam 1 – All topics discussed in class up to Exam 1 and the Lenovo case. Multiple choice and short-essay exam.

Exam 2 (Final exam) – All topics discussed in class after Exam 1 and the AMD, Intellibyte, BMW, and American Airlines cases.

AOL Exit Exam - AACSB (accrediting body that oversees business school education) requires us to undertake a program to assure that learning has taken place. One of the requirements of this program is to administer an exit exam (AOL Exit Exam) in the capstone course. The AOL Exit Exam covers knowledge areas from all courses required in the marketing program, including but not limited to Statistics, Communications, and Economics. This exam will only have multiple-choice questions.

Case analyses (group)

Case analyses facilitate analytical thinking on managerial problems. Use case facts to analyze the specific problem discussed in the case, no outside analysis or information is needed. Case write-ups are due at the beginning of the class. Late case submissions will be penalized at 10 points for every 24 hour delay, up to 48 hours, including weekends after which submissions will not be accepted. Outline for the case analyses will be available on Blackboard.

Team case write-up - Nintendo - The Launch of Game Boy Color

Team Case presentation - From the following list, please pick **ONE** case for the case presentation.

1. Lenovo : Building a Global Brand
2. Distribution at American Airlines (A)
3. AMD: A Customer-Centric Approach to Innovation
4. Intellibyte Inc.'s Euroloader Software
5. Launching the BMW Z3 Roadster

Class participation

Class participation provides for an insightful learning experience for one and all. You are expected to actively participate in the class discussion. The class participation grade will depend on the quality of your inputs in class. My evaluation of class participation will also consider your motivation to learn. Indications of low motivations to learn include, arriving late for class, leaving early, using cell phones during class, engaging in activities that are detrimental to your learning, missing classes, or not participating in class discussions. These will lead to lower participation grades. I will also consider 'opportunity to participate,' on days there is limited opportunity to participate in the discussion you will be rewarded for attendance. You do not receive any class participation grade, if you arrive later than 10 minutes after start of class or if you leave early. There will be no change to class participation grades. You will be given a class participation grade during the semester to give you an opportunity to work towards improving it, if necessary.

Peer evaluation

All team members will grade the performance of peers in their group on commitment to the project, timely deliverable, and a sincere work ethic. Details will be available on Blackboard. Late submissions

will be penalized at 10 points per day, up to 2 days, including weekends after which submissions will not be accepted. Only digital submissions (Blackboard or email) of the peer evaluation will be accepted. The peer evaluation form will be available on Blackboard.

Bonus Points

There will be opportunities for bonus points during the semester, including occasional points for attendance, and individual / group exercises. *Bonus points will not be given if you arrive late or leave early.* There are no make-ups for bonus points.

Course Schedule

(I reserve the right to make necessary changes to the syllabus. All changes will be communicated via Blackboard and it is your responsibility to be aware of these changes)

Session #	Date (day)	Material	Class assignment*
Week 1	Aug 27/29/31	Marketing in the 21 st Century	Ch 1
		Market Analysis	Ch 3
Week 2	Sept 3/5/7	Market Segmentation and target markets	Ch 7
		Brand Equity	Ch 8
Week 3	Sept 10/12/14	Case Analytics	
		In class – group case prep time	Ch 2
Week 4	Sept 17/19/21	Brand Positioning	Ch 9
		Customer Value	Ch 4
Week 5	Sept 24/26/28	Marketing Plan – <i>Nintendo case</i>	Hand-in 8-10 page, double spaced, type written case analysis
		<i>Market segmentation assignment</i>	Group exercise
Week 6	Oct 1/3	<i>Lenovo –case presentation (brand positioning)</i>	
		Exam 1 review	
	Oct 5	CLASS CANCELLED	
	Oct 8	Exam 1	
Week 7	Oct 10/12	Marketing and Society	
Week 8	Oct 15/17/19	Pricing	Ch 12
		<i>Pricing assignment</i>	Group exercise
Week 9	Oct 22/24/26	<i>Intellibyte - case presentation (pricing case)</i>	
		Product Strategy I	Ch 10
Week 10	Oct 29/31 /Nov 1	Product Strategy II	Ch 10 and Note on Blackboard
		<i>Business Week Guest Speaker</i>	
Week 11	Nov 5/7/9	Distribution Channels	Ch 13
		<i>AMD – case presentation (product strategy)</i>	
Week 12	Nov 12/14/16	<i>American Airlines – case presentation (distribution strategy)</i>	
		Marketing Communications I	Ch 15, Ch 16, and Ch 17
Week 13	Nov 19/23	Marketing Communications II	Ch 15, Ch 16, and Ch 17
26	Nov 21	AoL Exit Exam	
Week 14	Nov 26/28/30	Marketing Performance I	
		<i>BMW – case presentation (marketing communications)</i>	
Week 15	Dec 3/5	Marketing Performance II	
		Final exam review	
	Dec 12	Final Exam	11:00 AM to 1:30 PM

*Unless indicated otherwise, the chapter numbers are from Kotler and Keller – fifth edition.

College of Business / University General Policies

Drop Policy: Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance.** Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. Contact the Financial Aid Office for more information.

Americans With Disabilities Act: The University of Texas at Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including the *Americans with Disabilities Act (ADA)*. All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Any student requiring an accommodation for this course must provide the instructor with official documentation in the form of a letter certified by the staff in the Office for Students with Disabilities, University Hall 102. Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability or by calling the Office for Students with Disabilities at (817) 272-3364.

Academic Integrity: It is the philosophy of The University of Texas at Arlington that academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University. According to the UT System Regents' Rule 50101, §2.2, "Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts."

Student Support Services Available: The University of Texas at Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. These resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals to resources for any reason, students may contact the Maverick Resource Hotline at 817-272-6107 or visit www.uta.edu/resources for more information.

Electronic Communication Policy: The University of Texas at Arlington has adopted the University "MavMail" address as the sole official means of communication with students. MavMail is used to remind students of important deadlines, advertise events and activities, and permit the University to conduct official transactions exclusively by electronic means. For example, important information concerning registration, financial aid, payment of bills, and graduation are now sent to students through the MavMail system. All students are assigned a MavMail account. **Students are responsible for checking their MavMail regularly.** Information about activating and using MavMail is available at <http://www.uta.edu/oit/email/>. There is no additional charge to students for using this account, and it remains active even after they graduate from UT Arlington.

Final Review Week: A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students

sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week unless specified in the class syllabus. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. Classes are held as scheduled during this week and lectures and presentations may be given.

Policy on Nonpayment Cancellations: Students who have not paid by the census date and are dropped for non-payment cannot receive a grade for the course in any circumstances. Therefore, a student dropped for non-payment who continues to attend the course will not receive a grade for the course. Emergency loans are available to help students pay tuition and fees. Students can apply for emergency loans by going to the Emergency Tuition Loan Distribution Center at E. H. Hereford University Center.

Textbook Purchases: Textbooks should be purchased by Census Date. The bookstore policy is to return any unsold textbooks to the publisher after this date.

COBA Policy on Bomb Threats: Section 22.07 of the Texas Criminal Law states that a Class A misdemeanor is punishable by (1) a fine not to exceed \$4,000, (2) a jail term of not more than one year, or (3) both such a fine and confinement. If anyone is tempted to call in a bomb threat, be aware that UTA has the technology to trace phone calls. Every effort will be made to avoid cancellation of presentation/ tests caused by bomb threats to the Business Building. Unannounced alternate sites will be available for these classes. If a student who has a class with a scheduled test or presentation arrives and the building has been closed due to a bomb threat, the student should immediately check for the alternate class site notice which will be posted on/near the main doors on the south side of the Business building. If the bomb threat is received while class is in session, your instructor will ask you to leave the building and reconvene at another location. ***Students who provide information leading to the successful prosecution of anyone making a bomb threat will receive one semester's free parking in the Maverick Garage across from the Business Building.*** UTA's Crimestoppers may provide a reward to anyone providing information leading to an arrest. To make an anonymous report, call 817-272-3381.

COBA Policy on Food/Drink in Classrooms: College policy prohibits food and/or drinks in classrooms and labs. Anyone bringing food and/or drinks into a classroom or lab will be required to remove such items, as directed by class instructor or lab supervisor.

Evacuation Procedures: In the event of an evacuation of the College of Business building, when the fire alarm sounds, everyone must leave the building by the stairs. With the fire alarm system we now have, the elevators will all go to the first floor and stay there until the system is turned off. All those in the North tower side of the building should proceed to the fire escape stairs located on the East and West sides of that wing.

For disabled persons: please go to the Northeast fire stairs. We have an evacuation track chair located on the 6th floor stairwell. We have people trained in the use of this chair and there will be someone who will go to the 6th floor to get the chair and bring it to any lower floor stairwell to assist disabled persons. Faculty members will notify the Dean's Office at the beginning of each semester of any disabled persons in their classes.

Should this be a real emergency, the Arlington Fire Department and UTA Police will also be here to help.