The course reviews concepts, models, and tools to help market products and services. You will learn methods for selecting target markets, developing, communicating, pricing, and delivering attractive offerings. You will also learn how to develop and position brands, and how to spend your marketing dollars productively.

**Readings**: Articles and cases (see reading schedule below).


**Class Notes**: will be emailed and posted (print them out and bring them to class)

**Course Credit**: You will accumulate credit based on the following activities (no final)
- In-class activities: up to 20 points
- Case Homework: up to 15 points
- Quizzes: up to 25 points
- Individual contribution to class and team: up to 20 points
- Team Project and Presentation: up to 20 points (10 + 10).

Individual overall contribution will be based on the originality and creativity of work, class participation, in class presentations and professionalism (being a good listener, not being late to class, etc.). **If you attend class and are ready to present, sign your name on the homework (next to your typed name) and turn it in before class begins.**

If you miss one session (no more than one), you may submit your homework before the missed session and it will be graded with the other homework assignments. No credit will be given for missed in-class activities. Late work will earn **partial credit only or will be counted towards Overall Contribution.** The **highest Overall Contribution scores** will be earned by students who show consistent excellent performance in all activities.

**PLEASE DO NOT SURF THE WEB OR USE EMAIL DURING CLASS!**

**Landmark Case Homework**
Landmark marketing case assignments will be used to learn from successful and unsuccessful marketing strategies and campaigns.

**GSM Core Course Grading Policy**: A grade of A or A- is awarded for outstanding performance, well above the standard for completion of the class. **Normally, it is expected that A's of any type will be awarded to significantly fewer than half of the students in a class.** Grades of B+ or B are awarded to students who have fully met all the requirements of the class. It is expected that **the majority of the students in any class will receive either of these two grades.**
Short Marketing Plan (Teams of 4)

Write a short marketing plan to help solve a marketing problem for a local organization. Recommend different steps the company can take to improve its marketing effort under its available budget. Summit a short report of your plan (up to 8 pages) including a contingent “Plan B” (one page) as backup in case your “Plan A” will not work. Select a team coordinator whose name will be listed first on the written report.

Prepare a 5-minute “idea presentation” (two team members) and a 5-minute “response to grilling questions” (by the other two team members in turns). To allow time for several questions, keep responses short (less than 30 seconds each). Be ready to present evidence from your written report to defend your ideas. The class will rank each proposal on a 1-10 scale.

As a general guideline, use Figure A on page 2 of the article Note on Marketing Strategy. Credit will be based on the following project evaluation form:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Suggestions</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Outline</td>
<td>State objectives and follow the outline</td>
<td></td>
</tr>
<tr>
<td>Quality of writing</td>
<td>Avoid excessive wording, use short paragraphs with subtitles, title each chart and use a short explanatory paragraph below it.</td>
<td></td>
</tr>
<tr>
<td>Creativity</td>
<td>Is your value proposition innovative and appealing to a new segment? Did you use unconventional ideas?</td>
<td></td>
</tr>
<tr>
<td>Use of tools</td>
<td>An appropriate application of tools learned in class</td>
<td></td>
</tr>
<tr>
<td>Marketing Research</td>
<td>Support your report with evidence based on communication and observational research</td>
<td></td>
</tr>
<tr>
<td>Profitable</td>
<td>Discuss cost/benefit analysis, and how money can be made</td>
<td></td>
</tr>
<tr>
<td>Class presentation</td>
<td>Based on class feedback on “idea presentation” and “response to grilling questions.”</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Outline and Readings (bring each assigned reading to the relevant session)

<table>
<thead>
<tr>
<th>Session</th>
<th>Topic</th>
<th>Prepare</th>
<th>Assignments</th>
</tr>
</thead>
</table>
| 1       | April 2 Learning objectives and methods | • *Marketing Malpractice* R0512D  
• *Selection Bias and the Perils of Benchmarking* R0504H | Readings for session 1  
Prepare for a discussion |
| 2       | April 9 Marketing Strategy, STP      | • *Note on Marketing Strategy* (9-598-061)  
• *Spark Innovation Through Empathic Design* (97606)s  
• *Not by Jeans Alone* (video) | Readings for Session 2  
Prepare for a presentation and discussion |
| 3       | April 16 Customer Acquisition and Retention | • *A Framework for Customer Relationship Management* (CMR209)  
• *Harrah’s* (Landmarks)  
One-page project proposals | Readings for Session 3  
Submit and present project proposals |
| 4       | April 23 Product and Branding | • *Versioning* (4789)  
• *How Snapple Got Its Juice Back* (R0201C)  
• *Perdue* (Video) | Readings for Session 4  
Prepare for a discussion  
HM 1 |
| 5       | April 30 4Ps: Promotion and Pricing | • *Marketing Promotions* (9-506-028)  
• *Principles of Pricing* (9-508-021)  
• *Ikea* (Landmark Cases)  
• *IDEO* (video case) | Readings for Session 5  
Prepare for a discussion  
Quiz 1 (Sessions 1-5) |
| 6       | May 7 Selling and Distribution | • *The Sales Learning Curve* (1003)  
• *Harnessing the Science of Persuasion* (7915)  
• *Hamburger Hell*  
• *Merchants of Cool* (Video) | Readings for Session 6  
Prepare for a discussion  
HM 2 |
| 7       | May 14 Stealth Marketing Buzz Marketing | • *Stealth Marketing*: (CMR 288)  
• P&G, Google, Satellite Radio Landmarks)  
• *The Persuaders* (Video) | Readings for Session 7  
Prepare for a discussion  
HM 3 |
| 8       | May 21 Affinity and non-for-profit Marketing | • *Profit for Nonprofits: Find a Corporate partner* (96601)  
• De-Marketing Obesity (CMR 315), Coke, JetBlue, (Landmarks) | Quiz 2 (Sessions 6-8) |
| 9       | June 4 Marketing Plan | • *Team Presentations & “grilling” questions* (5 minutes + 5 minutes) | Submit Written Reports  
Team Presentations |
<p>| 10      | June 11 Marketing Plan | • <em>Team Presentations &amp; “grilling” questions</em> (5 minutes + 5 minutes) | Team Presentations |</p>
<table>
<thead>
<tr>
<th>10 Commandments for Effective Presentations and Response to Questions</th>
<th>Checklist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Tailor the presentation to the audience</td>
<td></td>
</tr>
<tr>
<td>2. Practice your presentation and its timing</td>
<td></td>
</tr>
<tr>
<td>3. Engage the audience</td>
<td></td>
</tr>
<tr>
<td>4. Describe the objectives and outline</td>
<td></td>
</tr>
<tr>
<td>5. Make your slides easy to read</td>
<td></td>
</tr>
<tr>
<td>6. Show photos or samples</td>
<td></td>
</tr>
<tr>
<td>7. Dress appropriately and show enthusiasm (keep those hands out of your pockets…)</td>
<td></td>
</tr>
<tr>
<td>8. Present evidence to support your claims and cite references</td>
<td></td>
</tr>
<tr>
<td>9. State conclusions and recommendations clearly</td>
<td></td>
</tr>
<tr>
<td>10. Questions and responses should be short. Allow others to ask too.</td>
<td></td>
</tr>
</tbody>
</table>

Credit Scores

<table>
<thead>
<tr>
<th>Name</th>
<th>In Class 1-10</th>
<th>Homework Total</th>
<th>Quizzes Total 1, 2, 3</th>
<th>Individual Total 1, 2</th>
<th>Contribution</th>
<th>Project</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Appendix: Frequently Asked Questions

1. **Is it important that I present my work in class and participate in the class discussions?**
   Presentations are an important part of marketing. You add value to the class by coming prepared, by participating in class discussions, and by presenting your work to the class.

2. **What happens if I come to class late?**
   You will receive partial credit on your in-class activity which also influences the Individual overall performance score.

3. **When is my homework due?**
   Submit your homework at the beginning of the session to avoid a “late homework” score. Sign the homework next to your name if you attend class and if you are ready to present it to class.

4. **If I have to miss one class, can I still submit my homework?**
   E-mail the TA or the Instructor that you are going to miss class and attach your homework. If it is received after the due date, then it is considered a late homework assignment.

5. **What if I submit my homework late?**
   Late homework will receive a 0 score, but will count towards Overall Performance.

6. **If I miss class, may I still complete the in-class Activity?**
   a. All the information needed to correctly complete the in-class activity is provided during class. Therefore, it is imperative that you attend class to complete the assignment.
   b. Late in-class activities will receive a “0” score, but will count towards your overall grade.

7. **What makes a well-written homework assignment?**
   a. Assignments should be based on the articles relevant to the specific assignment. Presentation and content are both important.
   b. It is important to make your work look professional. Make sure your work is typed, easy to read with correct spelling and grammar. Add subtitles to enhance the presentation of your material.
   c. Avoid excessive wording. Back your statements with evidence.

8. **How do I check my course credits?**
   a. Course credit is posted weekly on the course website (under “course credit”)
   b. Grades are listed under the last 4 digits of the student ID

9. **If I do extra work, will I get credit?**
   No. Quality is more important than quantity when homework is concerned.

10. **What is the order of the final team presentations?**
    The team presentations will go in order of team number. Group 1 will go first, Group 2 will go second, etc. Team numbers are assigned randomly at the beginning of the course.

11. **Can I do extra work to make up for missed classes or to enhance my grade?**
    Each student has the same opportunity to earn course credit. The only way you can receive extra credit is by being nominated as a lead contributor by more the one team member (using the form below).

12. **How will my score for Individual Overall Performance be determined?**
    A high score will be given for valuable contribution to your team and class (contributing to class discussions, being present during the entire class, turning-in all assignments on time and being a good listener.) The optional **Team Member Evaluation Form** may influence the score.

13. **Are Quizzes cumulative?**
    Each Quiz covers material not covered in the previous quiz.
Team Member Evaluation Form (Optional and Confidential)
Project ____________________________

Please turn this form in at the last session (confidentially).

1. Lead Contributor (optional)

You may nominate one of your team members as a lead contributor for extra credit. The extra credit will be based on the number of nominations and on the nature of the extra contribution. The extra credit will not influence the credit of other team members.

Name of lead contributor _________________

Why should the contributor receive extra credit?

2. Insignificant Contributor (Optional and Confidential)

You may “nominate” one of your team members as an insignificant contributor for partial credit. Partial credit will be based on the number of nominations and on the nature of the insignificant contribution. The partial credit will not influence the credit of other team members.

Name of insignificant contributor _________________

Why should the contributor receive only partial credit?

Other Comments:

Your name _____________________ Signature ___________________________