Course Overview:
This course introduces students to the fundamental marketing concepts, challenges, strategies, and tactics utilized by today’s Marketing Managers. Upon completion of this course, students will have the basic knowledge, skill, and ability to:

1. Understand the purpose, importance, and key elements of a strategic marketing plan.
2. Apply marketing methodologies to analyze markets, competitors, and customers.
3. Apply key marketing concepts in the context of the Marketing Mix and the Four P’s.
4. Develop a marketing plan for a new or existing product or service.

Course Materials / Reading Requirements:
2. Case Studies (packet)

Course Outline:

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<th>Week</th>
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| 3-31 | • Course Overview  
• Marketing Plan Assignment  
• Marketing Strategy & Research | • Winer: Ch. 2 & 3  
• Case: *Note on Market Strategy* (9-598-061)  
• Case: *Note on Market Research* (E-165) | Team Forms Due (E) |
| 4-07 | • Market Segmentation  
• Targeting and Positioning | • Winer: Ch. 4 & 5  
• Case: *Segmentation, Target Market Selection & Product Positioning* (9-501-018)  
• In Class Video: *Not by Jeans Alone* | In Class Assignment (E) |
| 4-14 | • Competitor Analysis  
• Customer Acquisition/Retention  
• CRM | • Winer: Ch. 6 &14  
• Case: *Top Box: Rediscovering Customer Satisfaction* (BH094)  
• Team Proposals Due (B)  
• In Class Assignment | |
| 4-21 | • Channels of Distribution  
• Direct Sales Management | • Winer: Ch. 12 &13  
• Case: *Ikea Invades America* (9-504-094)  
• In Class Video: *The Persuaders* | |
| 4-28 | • Products  
• Pricing | • Winer: Ch. 8 & 9  
• Case: *The Birth of Swatch* (9-504-096)  
• Guest Speaker: *Intel’s Celeron Launch*  
• Homework Due (B)  
• In Class Assignment (E) | |
| 5-05 | • Mid-Term | | |
| 5-12 | • Promotions and Integrated Marketing Communications | • Winer: Ch. 11  
• Case: *The Three Faces of Consumer Promotions* (CRM 289)  
• Case: *Stealth Marketing* (CMR 288)  
• Case: *BMW Films* (9-502-046) | In Class Assignment (E) |
| 5-19 | • Brand Management | • Winer: Ch. 7  
• The Brand Report Card (R00104)  
• Case: *How Snapple Got it’s Juice Back*  
• Case: *Inside Intel Inside* (9-502-083) | Homework Due (B) |
| 5-26 | • Global Marketing  
• Marketing Plan Presentations | • Guest Speaker: *Global Marketing*  
• Case: *Optimal Marketing* (R0310H)  
• Presentations | Homework Due (B) |
| 6-02 | • Marketing Plan Presentation  
• Class Evaluation | • Presentations | Final Project Due (B)  
Team Evals Due (E) |
Grading:
Grades will be based on the following:
1) In-Class and Homework Assignments (9) 80 Points
2) Midterm Exam 80 Points
3) Team Marketing Plan 80 Points
4) Class Participation (case prep, class discussion, class participation) 24 points

Assignments:
All assignments must be submitted in hard-copy with your name, date, and assignment name.

Homework assignments will be provided in-class one week prior to due date. Homework assignments must be turned in at the BEGINNING (B) of class and will not be accepted after class begins. You may collaborate on homework with ONE other person.

In-class assignments will be provided during class and are due by the END OF CLASS (E). In-class assignments cannot be turned in after the class has adjourned.

Midterm:
Multiple choice and short essay test format. No in-class collaboration allowed.

Team Marketing Plan:
This is a quarter-long project to be completed in teams of 3-4 students. Choose one product or service offered by a firm or non-profit organization. Using the marketing concepts learned in this course, you will then develop and present an in-class marketing plan for your firm. You may choose an existing firm, or a start-up.

The final plan should be 8 pages, 1 inch margins, and 12 point font. You should also include an appendix that should include marketing research materials, marketing communication materials that you create, or financial information, provided you cite and use them in the text of the marketing plan.

Each student on the team will complete a final evaluation in which you will score the contributions of all other team members.

Class Participation:
Class participation will be evaluated based on case preparation and contributions to the class discussion.

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