

**Terry College of Business
University of Georgia**

**MARKETING MANAGEMENT
(MARK 7510)**

Fall 2009
Office: 130 Brooks Hall
Office Hours: Wednesday, 10-12
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Professor Piyush Kumar
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Course Syllabus

This course focuses on the study of marketing facilitates the achievement of the firm's objectives. An exhaustive survey of all core areas of marketing, including opportunity and competitive analysis, positioning and differentiation, marketing research, brands, IMC's, retailing, new product development, and the sales function among others.

The course syllabus is a general plan for the course; deviations announced to the class may be necessary.

Grading System

A – F (Traditional)

Credit Hours

3

Course Objectives

This course focuses on how marketing facilitates the achievement of the firm's objectives. Designed as an exhaustive survey of all core areas of marketing, including: opportunity and competitive analysis, positioning & differentiation, marketing research, brands,IMC's, retailing, new product development, and the sales function, among others.

Honor Code

As a University of Georgia student, you have agreed to abide by the University's academic honesty policy, "A Culture of Honesty," and the Student Honor Code. All academic work must meet the standards described in "A Culture of Honesty,": found at: www.uga.edu/honesty. Lack of knowledge of the academic honesty policy is not a reasonable explanation for a violation. Questions related to course assignments and the academic honesty policy should be directed to the instructor.

Collaboration on work that individually assigned, referring to material without appropriate citation, using information including but not limited to that available on the Internet without permission will constitute a violation of the Honor Code.

Course Material

-A class-pak containing cases and notes

-Suggested Text: Marketing Management: Knowledge and Skills by Peter and Donnelly (PD)

Assignments

Class Participation

Each student is expected to thoroughly prepare each assigned reading and case and contribute to the discussions in class. In addition, each student is required to individually submit a one page typewritten answer to an assigned question prior to *every case discussion*. The assigned questions are given in the course schedule. Class participation will be graded on the basis of the quality and extent of contribution made to each class, the number (not correctness) of the written submissions, and the case summaries. You are required to attend all classes. Attendance during case discussions will count towards 25% of the participation grade.

Projects and Papers

- (i) Students, working in groups will be required to undertake a series of short project relating to the various components of marketing. The projects may involve the collection and analysis of some qualitative and/or quantitative data. The exact nature of the projects will be discussed in class.
- (ii) Students, again working in group, will be required develop a detailed marketing plan for an organization/ brand of their choice. They will be required to make an oral presentation of the plan at the end of the semester and submit a 15-20 page written report.

Course Grade

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| Class Participation and written analysis | 30% |
| Short projects and exercises | 20% |
| Marketing Plan: Report and presentation | 30% |
| Final Examination (no make-up examination) | 20% |

Course Schedule

Marketing Management: The Discipline and Its Scope

- Session 1 Introduction
Read: What the Hell is “Market Oriented”?
- Session 2 Case: Eastman Kodak Company
Assignment Question: Would you launch the Funtime film? Why or why not?
PD: Ch. 1

Selecting Who You Serve: Segmentation and Targeting

- Session 3 Case: The Black and Decker Corporation (A)
Assignment Question: How will you resolve the segmentation challenge faced by the power tools division?
PD: Ch. 5

Defining Who You Are: Positioning

- Session 4 Case: Colgate Palmolive Company
Assignment Question: How would you position the Precision toothbrush?

The Battleground: The Many Faces of Competition

- Session 5 Case: H-E-B Own Brands
Assignment Question: Would you expand H-E-B own brands to other product categories? To all categories?
- Session 6 Case: Barco Projection Systems
Assignment Question: How should Barco respond to the challenge from Sony?
- Session 7 Case: Sealed Air Corporation
Assignment Question: Should Sealed Air launch the uncoated bubble?

Building the Information Base: The Strategic Use of Marketing Research

- Session 8 Marketing Research: Design
PD: Ch. 2
- Session 9 Marketing Research: Analysis and New Product Development
- Session 10 Case: Nestle Refrigerated Foods

Assignment Question: Should Nestle introduce the Contadina Pizza? Why or why not?

What to Market: The Role of Product Policy

Session 11 Product Policy
PD: Ch. 6

Session 12 *Case: The Brita Products Company*
Assignment Question: What product should Brita promote?

Session 13 *Case: Johnson Wax: Enhance (A)*
Assignment Question: What action will you take on the basis of the data?

Positioning through Integrated Communication

Session 14 Communication Policy
PD: Ch. 8

Session 15 *Case: Suave (C)*
Assignment Question: What can you say about the competitive position of Suave in the market? Are prices and ad expenditure related?

The Wonderful World of Brands: Building and Unleashing Them

Session 16 *Case: Land Rover North America*
Assignment Question: How would you position the Discovery?

Session 17 *Case: Inside Intel Inside*
Assignment Question: What is the strategic impact of Intel Inside on the industry?

The Business of Value Extraction: The Role of Pricing

Session 18 Pricing Strategies: The Economics of Pricing
PD: Ch. 11

Session 19 Pricing Strategies: The Psychology of Pricing

Session 20 *Case: Cumberland Metal Industries: Engineered products division*
Assignment Question: How will you price the new pads?

Session 21 *Case: Randall's Department Stores*

Assignment Question: *Why does EDLP not work in all departments?*

Reaching Out: The Distribution Challenge

Session 22 Distribution Strategies
PD: Ch. 10

Session 23 Case: *Goodyear: The Aquatred Launch*
Assignment Question: *How will you distribute the Aquatred?*

Session 24 Case: *HP Consumer Products Business Organization*
Assignment Question: *TBA*

Post Purchase Management

Session 25 Read: Why Satisfied Customers Defect
Read: Customer Intimacy and other Value Disciplines

Case: *Xerox Corporation : The Customer satisfaction program*
Assignment Question: *Critically evaluate the Xerox satisfaction program?*

Session 26 Marketing Plan Presentation

Session 27 Marketing Plan Presentation

Session 28 Marketing Plan Presentation

Session 29 Marketing Plan Presentation

The Instructor

Piyush Kumar is associate professor of marketing at the Terry College of Business at the University of Georgia. He has previously taught at the undergraduate, MBA, and EMBA levels at Vanderbilt University, Rice University, and Purdue University. He has won several teaching awards and has been listed as an outstanding professor by *Businessweek*. He was recently voted the *Hugh O. Nourse MBA Professor of the Year* at the Terry College of Business in 2006. He was a finalist for the award in 2008 and 2009. He was also the winner of the *Dean's Teaching Award* in 2003 and the runner-up for the *Teacher of the Year Award* for both the *EMBA* (2003 and 2004) and the *MBA* programs (2003, 2004, and 2005) at Vanderbilt University, as well as the winner of the *Best Professor Award* (electives) at Rice University.

He has also conducted executive seminars, consulted with, or given keynote addresses at a number of leading organizations including *Tyco*, *BMC Software*, *Shell Technology Ventures*, *Gaylord Hotels*, *Marathon Oil*, *TVA*, *Bristol Myers Squibb*, *GSE International*, *Bridgestone Firestone*, *Louisiana Pacific*, the *Securities Industry Association*, the *Delta Airline Pilots Association*, the *Filter Manufacturers' Council*, the *Religion Communicator's Council* and the *Wholesale Florists Association*.

Piyush has published on a variety of topics in almost all leading marketing journals including *Marketing Science*, *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Retailing*, *Organizational Behavior and Human Decision Processes*, and the *Journal of Service Research*. His research has been extensively supported by the *Marketing Science Institute*, the *Institute for the Study of Business Markets*, *Purdue Research Foundation*, and *H-E-B Foods*. He is also a recent winner of the *FeDex Excellence in Service Research Award* and serves on the editorial board of the *Journal of Service Research* where he is the most recent winner of the *Best Reviewer Award*. He has been quoted in or has appeared on *NPR Radio*, *NBC Television*, *CBS Marketwatch*, *Oakland Tribune*, *The Tennessean*, *Little Rock Democrat Gazette*, *Commercial Appeal*, *ISB Insight* and the *Knoxville News Sentinel*.

Piyush holds a B.Tech in mechanical engineering from the Indian Institute of Technology, Kanpur, an M.B.A. from the Indian Institute of Management, Ahmedabad, and a Ph.D. from Purdue University. Prior to his Ph.D., he spent several years in marketing and brand management across a variety of consumer and industrial companies and was involved in many new product launches.