Basic Marketing Management
BADM 3401-13 (CRN 45158)
Spring 2015

Professor: Alexander Krasnikov, Email: avkrasn@gwu.edu
Office: Funger 301B
Class Meetings: MW 4:45 – 6:00 PM 1957 E St, 112
Office Hours: W, 2:30-3:30 PM and by appointment
Phone: (202) 994 4916
Teaching Assistant: Yihe Huang Email: yihhuang@gwmail.gwu.edu
Recommended Readings: Major business periodicals (such as Wall Street Journal, Business Week, Financial Times, Fortune, etc) as well as specialized sources (Marketing News, Advertising Age, etc)
Prerequisites: Econ 1012; Stat 1051 and 1053

Course Outline
The Basic Marketing Management course provides an introduction to basic concepts and methods in marketing. During the course, students will gain understanding of the strategic marketing management process. This course has three primary goals. First, we will survey the state of knowledge of marketing practice and discuss how corporations conduct marketing practice. Primary emphasis is placed on a customer orientation; branding, market segmentation and positioning, and the marketing mix variables of product, price, and distribution. Students will develop an understanding of marketing practice through extensive readings and class lectures. The second objective is to develop students’ ability to think analytically and strategically in addressing marketing problems. This will be accomplished by conducting thorough analysis of actual marketing problems and preparing marketing plan. Finally, we will explore the complex role of marketing in society and global economy.

Course Format
Generally, each class session will include a lecture and/or group assignment/exercise/discussion. Lectures will be used to highlight major concepts, while portion of class time will be devoted to discussions and exercises. It is expected that students thoroughly review assigned readings prior to class. It is also advised to follow business news because large portion of the in-class discussions will be related to the current business practices. Starting second week of classes I will post to Blackboard lecture outlines.
Exams

There will be four exams over the period of semester, which will account for 56% of your course grade. The questions (multiple choice and short answer) will be largely drawn from the concepts discussed during class and presented in the textbook. Exams 1-3 are required. However, for the Exam 4, the students may opt to take it during week of final exams OR to complete Self-marketing assignment, which is due on Wednesday, April 29th (this will be an individual, open resource assignment). Note that Exam 4 is a comprehensive exam, i.e. it covers materials of the entire course.

Consumer behavior team project

The team should explore a recent interesting consumer behavior phenomenon in the news (within last three years) and present its analysis to the class. The analysis should include

1. Description of phenomenon
2. Why do consumers use/consume this product/service?
3. How do marketers or public enhance (or reduce) consumption of the product/service?
4. What are the implications of this phenomenon to the company’s financial performance?

Your analysis should utilize what you have learned about consumer behavior in order to explain the value that a customer derives from consumption of an offering. Your project should include

- **Write-up (one per team)**
  A typed report (up to 2 pages, 12-point single space with 1 inch margins) should be submitted before class on February 4th. This report should consist of two parts: summary and analysis. Summary should summarize an article related to consumer behavior taken from reputable news source (see Recommended readings section). The second section (analysis) should link phenomenon described in article with the material you learned in consumer behavior chapter or lecture. In particular, you need to apply concepts learned in class to explain consumer behavior phenomenon and how marketers and/or publics are involved in this phenomenon.

- **Presentation**
  Your team should prepare a short (5 min) presentation. Make sure that you present/discuss relevant parts as you did in your write-up. The presentation should be submitted to Blackboard by noon on February 4th.

Every team member should be involved in all team projects. Assigning only one person to work on Consumer Behavior (or other projects) is unacceptable. However, given that this is a short presentation, only half of your team should present this project, while other half of your team should present the Creative Advertising team project.
Creative Advertising Team Project

Your team should create TV commercial for an offering that team chooses. This video should be appropriate for both class and network TV. Further details will be given on March 23rd. On Monday, April 6th your team will show your video followed by the brief verbal presentation (2-3 minutes) that highlights the benefits of this ad. The video should be submitted to Blackboard by noon April 6th. The main emphasis should be placed on the ad’s consistency with the firm’s positioning of the product/service for the target segment.

Every team member should take part in this project. As mentioned earlier, assigning one team member to work solely on Creative Advertising project is unacceptable. Although, every team member should be involved in this project, the team members that did not present Consumer Behavior project should present here.

Marketing Plan Team Project

Your team should choose a company and product/brand. For this project you need to assume role of brand managers and make detailed recommendations based on marketing strategy, your analysis of the brand, and external factors (industry, current economic conditions, technological and market trends, etc). In addition to the plan, please include detailed discussion about what each tactical component will accomplish along with benchmark goals. For example,

1. What proportion of ad budget should be devoted to online (internet, social media etc) v.s. offline (e.g. printed ads in magazines, TV, etc.)?
2. What pricing strategy should utilize a firm?

For Marketing Plan components please refer to Appendix 1 of textbook. This assignment will consist of two parts: written report and presentation. The report should be 20-25 pages long (12-point font and 1 in. margins). The grade will be based upon the quality of the strategic plan and proposed tactical execution. My TA will record presentation on specified dates April 20th, 22nd and 27th. Grading of presentations will be based on performance and information delivery of the entire group (the grading rubric will be distributed prior to presentation). Basic guidelines for presentation:

• Every team member should participate in this presentation and speak about the same amount of time.
• Presentation should last appr 15-18 minutes. Make sure that your team practice prior to presentation so you stay within time limits. Each team should submit files with presentations to Blackboard by noon on the date of presentations.
• Please dress professionally for the presentation.
• Speakers may use note cards and NOT read from the notes. Try to maintain eye contact with the audience.
• Convince audience that your proposed plan of actions is the effective way to reach company’s goals.
Team Participation

Teamwork is an essential requirement for most businesses nowadays. You are expected to form teams of 4-5 students by Wednesday, January 21st. If you don’t inform me by that date about your team assignment, I will assign students to teams randomly. You are expected to contribute to the best of your ability to your team. Please be noticed that team evaluations will be used to weight grade for the Marketing Plan project write-up. Be fair and honest when assigning grades to your peers.

One way to organize your team is to establish responsibilities upfront. The following approach worked well in previous classes.

- Team member 1 – coordination, compiling input from team, writing part A
- Team member 2 – research of plan’s effectiveness, writing part B
- Team member 3 – presentation materials, writing part C
- Team member 4 – research on plan’s effectiveness, presentation materials
- Team member 5 – writing part D, presentation materials, weekly updates.

These roles can be whatever the team decides and individuals agree upon. Please be prepared to submit brief description of your roles in team project to professor during consultation on April 13th. Professor reserves the right to use that description for resolution of disputes that may arise in teams. It is suggested that your team have regular meetings (online or in person) because it might increase quality of your work. If group dynamics negatively affects your performance please let me know as soon as possible.

Class Participation

Regular attendance is mandatory. Inform me (or my TA) or your team members if you cannot attend class. Each student is expected to contribute to class discussions. Meaningful contributions to lectures and in-class discussions and is not simply a function of “air time” a student speaks. Irrelevant comments or clarification questions do not improve your participation grade. For certain classes, there will be in-class exercises (group or individual) that will be used to reinforce course materials. Occasionally, there will be short pop-quizzes to assess students’ knowledge of concepts.

It is important that students and faculty treat all members in classroom with respect. Students and faculty maintain appropriate climate to facilitate exchange of ideas and academic learning. Laptops, smartphones, tablets and other devices are appropriate for taking notes and accessing course materials. On several occasions, I reserve the right to refrain students from using these devices during class.

Both class sessions and readings are important because much of the exam material come from each. However, the attendance is considered to be student’s personal responsibility, as is all material presented and discussed in class. If you don’t attend class, you don’t participate. Hence, missing class meetings may be detrimental to the ability to pass this course and may affect student’s grade. Unless
there is a serious extenuating circumstance (family emergency, illness etc), there is no need to contact your professor about missing class. Please be prepared to provide some proof of the extenuating circumstance, such as doctor’s note. If you need to miss a class you will still be held responsible for the material you miss.

Late Submissions

As in the business world, due dates will be strictly enforced. Assignments are due at time specified in syllabus on designated date. In case of late submission, you will be penalized one letter grade for each hour the assignment is late. It is student’s responsibility to keep track of due dates for the assignments, so please refer to this syllabus and Blackboard often to keep abreast of schedule.

Extra Credit Opportunity

1% Extra Credit is available through participation in the GWSB subject pool (gwsb.sona-systems.com). Students will receive credit for participating in a study conducted through the GW School of Business’ subject pool. Studies that range between 5 – 30 minutes to complete earn 0.5 credit; studies that range between 31 – 60 minutes to complete earn one credit. One study credit = 1% extra credit. There is no guarantee on the number of studies run in a semester or when in the semester studies will be offered. Each credit earned can be applied to one (and only one) class. So, if you are taking another class that also offers (extra) credit for participating in the GWSB subject pool, you can only apply the credit to one class, NOT both.

Note: To maintain students’ anonymity, the subject pool system is not linked to Blackboard or any other GW system. Students are given a subject ID which is to be used as their only identifier in all studies. The link between GWID and subject ID is only available to the subject pool administrator. This link is only used to provide participation reports to faculty. If you have any question or wish to opt out, please send Ravi Ramani an email (ravi_ramani@gwu.edu).

Grading Components

The course grade will be determined based solely on your performance of the activities below. Therefore, I cannot adjust grades due to factors outside of course work (GPA, personal or work troubles). Please remember to hold on to all assignments/exercises in case of a grade dispute, as the burden of proof will be on you. If you have learning or physical differences which may impact your ability to complete any of these activities, please see me as soon as possible so that your needs may be accommodated.
Your grade will be calculated as follows:

Exam 1 16%  
Exam 2 16%  
Exam 3 16%  
Exam 4 OR self-marketing assignment 8%  
Consumer behavior team presentation 7%  
Creative advertising team presentation 8%  
Marketing plan, written report* 14%  
Marketing plan, oral presentation 10%  
Class participation and attendance 5%

* - grade for the written report will be weighted by peers’ evaluation score that will be collected at the end of semester

Grading scale:

≥ 93 A  
≥ 90 and < 93 A-  
≥ 87 and < 90 B+  
≥ 83 and < 87 B  
≥ 80 and < 83 B-  
≥ 77 and < 80 C+  
≥ 73 and < 77 C  
≥ 70 and < 73 C-  
≥ 60 and < 70 D  
Below 60 F

Notes:

1. Please keep copies of your submissions, assignments, and projects in case they are somehow misplaced.
2. Academic Dishonesty: Students are expected to be familiar with the University policy on academic dishonesty, which is readily available in the University Catalog. Any infringement of the academic dishonesty policy is a serious concern and will be dealt with accordingly by this instructor. Such infringement may result in the student being assigned a grade of "F" for the course, or more severe action may be taken.
<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Class Topic</th>
<th>Readings, Assignments</th>
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</thead>
<tbody>
<tr>
<td>M</td>
<td>Jan 12</td>
<td>Overview of syllabus, class structure and course requirements</td>
<td></td>
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<tr>
<td>W</td>
<td>Jan 14</td>
<td>Creating customer value. Marketing strategy</td>
<td>Ch 1 &amp; 2</td>
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<td>M</td>
<td>Jan 19</td>
<td><strong>Martin Luther King Jr. Day (no classes)</strong></td>
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<tr>
<td>W</td>
<td>Jan 21</td>
<td>Analyzing marketing environment</td>
<td>Ch 3, Team formation</td>
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<td>M</td>
<td>Jan 26</td>
<td>Managing marketing information, marketing research</td>
<td>Ch 4</td>
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<td>W</td>
<td>Jan 28</td>
<td>Consumer behavior</td>
<td>Ch 5</td>
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<tr>
<td>M</td>
<td>Feb  2</td>
<td>Business markets and business buyer behavior</td>
<td>Ch 6</td>
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<tr>
<td>W</td>
<td>Feb  4</td>
<td><strong>Consumer behavior team presentations</strong></td>
<td>Presentation and Write-up</td>
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<tr>
<td>M</td>
<td>Feb  9</td>
<td><strong>Exam 1</strong></td>
<td>Exam 1 (Ch1-6)</td>
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<tr>
<td>W</td>
<td>Feb 11</td>
<td>Customer-driven marketing strategy. Creating value for target customers.</td>
<td>Ch 7</td>
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<tr>
<td>M</td>
<td>Feb 16</td>
<td><strong>President's Day (no classes)</strong></td>
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<tr>
<td>W</td>
<td>Feb 18</td>
<td>Products, services, and brands. New product development and product life-cycle strategies</td>
<td>Ch 8 and 9</td>
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<tr>
<td>M</td>
<td>Feb 23</td>
<td>Pricing: understanding and capturing customer value. Pricing strategies</td>
<td>Ch 10 and 11</td>
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<tr>
<td>W</td>
<td>Feb 25</td>
<td>Marketing channels. Retailing and wholesaling</td>
<td>Ch 12 and 13</td>
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<tr>
<td>M</td>
<td>Mar  2</td>
<td><strong>Exam 2</strong></td>
<td>Exam 2 (Ch 7-13)</td>
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<tr>
<td>W</td>
<td>Mar  4</td>
<td>Marketing in social media</td>
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<tr>
<td>M</td>
<td>Mar  9</td>
<td><strong>Spring Break (no classes)</strong></td>
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<tr>
<td>W</td>
<td>Mar 11</td>
<td><strong>Spring Break (no classes)</strong></td>
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<tr>
<td>M</td>
<td>Mar 16</td>
<td>Communicating customer value</td>
<td>Ch 14</td>
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<tr>
<td>W</td>
<td>Mar 18</td>
<td>Advertising and public relations</td>
<td>Ch 15</td>
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<tr>
<td>M</td>
<td>Mar 23</td>
<td><strong>Creative advertising discussion and professor consultation</strong></td>
<td>Consultation</td>
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<td>W</td>
<td>Mar 25</td>
<td>Personal selling and sales promotion</td>
<td>Ch 16</td>
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<td>M</td>
<td>Mar 30</td>
<td>Direct and online marketing. Building direct customer relationships</td>
<td>Ch 17</td>
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<td>W</td>
<td>Apr  1</td>
<td>Global marketplace. Sustainable marketing</td>
<td>Ch 19 and 20</td>
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<td>M</td>
<td>Apr  6</td>
<td><strong>Creative advertising team presentations</strong></td>
<td>Presentation</td>
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<tr>
<td>W</td>
<td>Apr  8</td>
<td>Creating competitive advantage</td>
<td>Ch 18</td>
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<tr>
<td>M</td>
<td>Apr 13</td>
<td><strong>Marketing plan discussion and professor consultation</strong></td>
<td>Consultation</td>
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<tr>
<td>W</td>
<td>Apr 15</td>
<td><strong>Exam 3</strong></td>
<td>Exam 3 (Ch 14-20)</td>
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<tr>
<td>M</td>
<td>Apr 20</td>
<td>Marketing plan team presentations</td>
<td>Presentation</td>
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<tr>
<td>W</td>
<td>Apr 22</td>
<td>Marketing plan team presentations</td>
<td>Presentation</td>
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<tr>
<td>M</td>
<td>Apr 27</td>
<td>Marketing plan team presentations</td>
<td>Presentation and Project Write-up</td>
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<tr>
<td>W</td>
<td>Apr 29</td>
<td><strong>Self-marketing assignment (Open resource)</strong></td>
<td>Assignment</td>
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<tr>
<td>TBA</td>
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<td><strong>Final exam</strong></td>
<td>Exam (Ch 1-20)</td>
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1 - instructor may introduce changes in the schedule.
PEER EVALUATION FORM FOR GROUP PROJECTS

Group Number:

Your name:

Assign each team member a score out of 100 points based on each member’s relative contribution to the group effort. If all members contributed equally, each person should receive 100 points. You must rate yourself as well as your peers. **Submit your peer evaluation by Friday, May 1st.**

Name: Score:

1.

2.

3.

4.

5.

6.

If you had a problem with a particular group-member, did you bring it to his/her notice in order to give that person a chance to improve? 

Yes  No

Justification for the assigned scores: