COURSE NUMBER  BADM 3401-10 (Spring 2017)

COURSE TITLE  Basic Marketing Management

COURSE SCHEDULE  4:30 PM - 7:00 PM, Tuesday @ DUQUES 652

COURSE DESCRIPTION  BADM 3401 intends to serve as an introduction to marketing through exploring “the marketing concept”. From this course, you will learn how to successfully approach the right customers by introducing new products, designing price schemes, communicating product value, and distributing product through intermediaries, all of which require deep understanding of customers, competitors and the economy.

PREREQUISITES  Undergraduate level ECON 1012 Minimum Grade of D- or Undergraduate level HONR 2044 Minimum Grade of D-

PROFESSOR  David Seung Huh
Department of Marketing
Office: Funger 301B
Office Hours: 1:00 PM – 3:00 PM, Tuesday or by appointment
Phone: 917-202-3088
E-mail: dsh@gwu.edu

LEARNING OBJECTIVES

1. Examine both quantitative and qualitative factors of marketing through exploring various analytic tools and strategic considerations.
2. Review the impacts of marketing decisions on various stakeholders such as customers, employees, shareholders, business partners, and the society.
3. Understand various levels of marketing decisions from operational issues to philosophical considerations, and from maximizing short-term profits to managing long-term relationship with customers.

Many people underestimate the importance of marketing and think that marketing is primarily about selling or advertising, and that the role of marketing is only limited to marketing department. In fact, marketing is the core process of any business organization since the value for business is created by customers, and only marketing can connect the organization with customers. Therefore, marketing includes all organizational activities regarding creating customer value that benefit the firm and its stakeholders, and thus is very important for almost all parts of present-day organizations.
This course will teach students the importance of marketing through focusing on three learning objectives based on the following understandings. First, marketing requires a deep understanding of both quantitative and qualitative skills as marketing managers should first understand the behavior of customers and then also estimate the expected impact of their decisions. Second, marketing decision should consider various stakeholders as marketing is always associated with people from both inside and outside of the organization. Third, marketing managers should be familiar with both details of marketing operations and big pictures of the market system as micro- and macro-environments all strongly affect the result of marketing decisions. When dealing with these subjects, this course will highlight both theory and practice of marketing through a mix of lectures, case discussions, a hands-on project, and a guest lecture.

This course is designed for future managers in all areas of business. For those who will work in the field of marketing, this course can be a good opportunity to understand how to successfully create and implement marketing strategy. Those who will work in other areas such as finance, management, accounting, and operations will learn how to effectively communicate and cooperate with marketing people through understanding that marketing is an organization-wide process that also impacts their own operations. Therefore, regardless of what your career goal is, you will be able to learn some of the most important ideas of business management from this course.

**READINGS & MATERIALS**

- Lecture notes posted on Blackboard
- Harvard Business School cases distributed through the coursepack (the link will be provided later).
- Articles from academic journals and business press posted on Blackboard

**GRADING**

- Class participation & contribution (10%, Individual)
- Midterm exam (25%, Individual)
- Final exam (25%, Individual)
- Case Analysis (20%, Individual)
- Product Repositioning Project (20%, Group)

In order to follow the grading guidelines of GWSB, the final grades will be given based on the following letter grades and ratio: A and A- (40%), B+, B, and B- (40%), and C (20%). However, the final grading result can be flexible and may differ from this suggested ratio.

**ASSIGNMENTS**

Post-Session Surveys (Individual)

Since discussion and interaction during class will be an integral part of your understanding, attendance at every class is strongly encouraged. However, if there is an inevitable issue which is permissible in accordance with the University policy and you cannot come to a class, please notify me before the class starts. I also encourage you to ask questions and make thoughtful comments about what is being discussed. Many topics in this course will be subjective in
nature, and your creative answers will make the class more interesting. For the same reason, using laptop is only allowed for referring to class materials and taking notes. I can apply negative participation points for using laptops for any other purposes. Please also be considerate of others and concentrate on lectures and class discussions when you use laptops.

Class participation and contribution will be evaluated through the Post-Session Survey on Blackboard. After each class, you are required to participate in a simple class participation survey and briefly share your opinion about your classmates’ contributions. Your participation and contribution to each session will be evaluated based on the responses to these surveys. Please participate in the survey for each class before the next class starts, as late submission will not be counted toward your grade. You are also strongly suggested to bring your own name tent for every class session. More details will be provided during class.

Case Analysis (Individual)

Extensive use of cases can present a challenging and real-life environment which provides a very good opportunity to facilitate the discussion of marketing ideas taught in the class. Therefore, some portion of class time will be devoted to analyzing and discussing relevant cases. Although the selected cases typically deal with topics of specific focus, it will usually cover various other subjects too because of the real-life nature of the case approach.

For this exercise, you are required to analyze the assigned case and submit a written case analysis. The write-up should not exceed 4 double spaced pages in 12-point font and should

(i) Define the main issues of the case
(ii) Selectively use appropriate data and facts provided with the case
(iii) List possible strategic options for the firm before arriving at your recommendation
(iv) Recommend the best strategy among the above mentioned alternatives with your own explanation on why
(v) Present detailed suggestions for implementing your recommended strategy

There are four case-write ups you should submit, and those cases can be found through the coursepack mentioned above. Please submit the write-up through Blackboard before the beginning of the class we are discussing the case. No late submissions will be accepted. The due dates for the case write-ups are as follows:

- February 21st, 2017: Starbucks
- March 21st, 2017: Lenovo
- March 28th, 2017: Pepsi
- April 11th, 2017: Sephora

(Optional) You can choose to be exempted from one case write-up if you agree to participate in one of the studies conducted by GWSB’s marketing department. The studies usually range between 31-60 minutes and the subjects
will be asked to denote their decisions under certain scenarios. Participating in a study is also a valuable opportunity for you to have first-hand experience with actual marketing research. If you sign up for the participation in a study, you can submit only three case write-ups of your choice. More detailed instructions for study participation will be provided later.

During the case analysis session, you are supposed to participate in the discussion of the main issues from the case. The case method is one of the most effective ways to improve your decision-making skills and you need to be an active participant for a successful case discussion, as real learning takes place only when you have carefully analyzed the case. As the situations in the cases are complex and you all have different experiences and insights, it is highly likely that other classmates will have different views and opinions about how to deal with the issues. Therefore, a great deal of what you learn from the cases comes from defending your ideas and understanding other people's logics. Coming to case discussion without preparation might also negatively affect the evaluation of your contribution as it would be very difficult to actively participate in the discussion. Please remember that the better you are prepared, the more you learn from the case discussion.

**Product Repositioning Project (Group)**

In this group exercise, your team will design a new marketing plan for an existing product through qualitative and quantitative marketing research methods. More specifically, your team will pick one existing product, define the current target market, find a new target market, and develop new marketing plans for this new target market. In the process, you will have to use focus group interview and survey methods to collect and analyze data and make final decisions based on logical analysis. Please submit a product repositioning report which does not exceed 10 double spaced pages in 12-point font, plus any necessary figures, tables, or other appendix. You are also required to present your marketing plan in front of your classmates on April 25th, 2017. On the same day of your presentation, you should also display one page print advertisement for your new target market in front of all students.

Each group for this project should consist of about 4-5 students. If you want to form your own group, please do so and send me the names of your group members by January 31st, 2017. For all other students, I will randomly choose group members for the project before you start working on it.

(PEER EVALUATION) Your individual grade for this assignment depends both on overall group grade and peer evaluation. After the group assignment is completed, you will be requested to evaluate your peers in terms of the overall contribution to the project. More details will be provided during class.

**EXAMS**

There will be 2 closed book exams. The exams will consist of both multiple-choice questions and essay questions. The questions will test the concepts and knowledge presented in the class. Please note that the exams are only partially cumulative (see class schedule section below). The first and second exam will be held during designated class session and the third exam will be held during the
official final examination period set by the school, which will be the only time the exam will be administered. More details including exam schedule will be provided during class.

**REVIEW SESSION**  
Three review sessions will be held to help you prepare for the exams (see class schedule section below). If necessary, additional review sessions may be scheduled.

**GUEST LECTURE**  
A guest speaker who has sufficient professional experience in the field of marketing will visit our classroom to talk about actual marketing decisions and answer any questions you might have. More details including the schedule of the lecture will be provided later.

**ACADEMIC INTEGRITY**  
The code of academic integrity applies to all courses in the George Washington School of Business. Please become familiar with the code. All students are expected to maintain the highest level of academic integrity throughout the course of the semester. Please note that acts of academic dishonesty during the course will be prosecuted and harsh penalties may be sought for such acts. Students are responsible for knowing what acts constitute academic dishonesty. The code may be found at: https://studentconduct.gwu.edu/code-academic-integrity

**UNIVERSITY POLICIES**  

**Religious Accommodation**  
Students should notify faculty during the first week of the semester of their intention to be absent from class on their day(s) of religious observance. Faculty should extend to these students the courtesy of absence without penalty on such occasions, including permission to make up examinations. Faculty who intend to observe a religious holiday should arrange at the beginning of the semester to reschedule missed classes or to make other provisions for their course-related activities.

**Disability Support Services (DSS)**  
Any student who may need an accommodation based on the potential impact of a disability should contact the Disability Support Services office at 202-994-8250 in the Rome Hall, Suite 102, to establish eligibility and to coordinate reasonable accommodations. For additional information please refer to: gwired.gwu.edu/dss/

**Mental Health Services 202-994-5300**  
The University's Mental Health Services offers 24/7 assistance and referral to address students' personal, social, career, and study skills problems. Services for students include: crisis and emergency mental health consultations confidential assessment, counseling services (individual and small group), and referrals. counselingcenter.gwu.edu/
<table>
<thead>
<tr>
<th>Date</th>
<th>Lecture</th>
<th>Topics</th>
<th>Related Readings</th>
<th>Assignments Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/17</td>
<td></td>
<td>Introduction</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/24</td>
<td>1</td>
<td>Marketing Concept</td>
<td>Lecture notes: 1</td>
<td>Kotler &amp; Armstrong: Chapter 1</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Marketing Strategy Planning</td>
<td>Lecture notes: 2</td>
<td>Kotler &amp; Armstrong: Chapter 2</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>Market Environment</td>
<td>Lecture notes: 3</td>
<td>Kotler &amp; Armstrong: Chapter 3 &amp; 18</td>
</tr>
<tr>
<td>1/31</td>
<td>4</td>
<td>Segmentation &amp; Targeting</td>
<td>Lecture notes: 4</td>
<td>Kotler &amp; Armstrong: Chapter 7</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Review I</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2/7</td>
<td>5</td>
<td>Consumer Behavior</td>
<td>Lecture notes: 5</td>
<td>Kotler &amp; Armstrong: Chapter 5</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>Marketing Information</td>
<td>Lecture notes: 6</td>
<td>Kotler &amp; Armstrong: Chapter 4</td>
</tr>
<tr>
<td>2/14</td>
<td>7</td>
<td>Product Strategy</td>
<td>Lecture notes: 7</td>
<td>Kotler &amp; Armstrong: Chapter 8</td>
</tr>
<tr>
<td></td>
<td>8</td>
<td>Product Development</td>
<td>Lecture notes: 8</td>
<td>Kotler &amp; Armstrong: Chapter 9</td>
</tr>
<tr>
<td>2/21</td>
<td></td>
<td>Case Analysis 1</td>
<td>Case: Starbucks</td>
<td>Case Analysis (Starbucks)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Review II</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2/28</td>
<td></td>
<td>Midterm</td>
<td>Lecture notes: 1, 2, 3, 4, 5, 6, 7, &amp; 8</td>
<td></td>
</tr>
<tr>
<td>3/7</td>
<td>9</td>
<td>Distribution</td>
<td>Lecture notes: 9</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>Retailers and Wholesalers</td>
<td>Lecture notes: 10</td>
<td>Kotler &amp; Armstrong: Chapter 13</td>
</tr>
<tr>
<td>3/21</td>
<td>11</td>
<td>Case Analysis II</td>
<td>Case: Lenovo</td>
<td>Case Analysis (Lenovo)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Marketing Communications</td>
<td>Lecture notes: 11</td>
<td>Kotler &amp; Armstrong: Chapter 14</td>
</tr>
<tr>
<td>Date</td>
<td>Topic</td>
<td>Notes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------</td>
<td>-------</td>
<td>-------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3/28</td>
<td>Advertising &amp; Sales Promotion</td>
<td>Lecture notes: 12&lt;br&gt;Kotler &amp; Armstrong: Chapter 15 &amp; 16&lt;br&gt;Case Analysis III&lt;br&gt;Case: Pepsi&lt;br&gt;Case Analysis (Pepsi)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4/11</td>
<td>Wrap-Up</td>
<td>Lecture notes: 15&lt;br&gt;Kotler &amp; Armstrong: Chapter 20&lt;br&gt;Case Analysis IV&lt;br&gt;Case: Sephora&lt;br&gt;Case Analysis (Sephora)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4/18</td>
<td>Review III</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4/25</td>
<td>Group Presentation</td>
<td>Group Project&lt;br&gt;Final Exam**</td>
<td>Lecture notes: 1, 9 10, 11, 12, 13, 14, &amp; 15</td>
<td></td>
</tr>
<tr>
<td>TBA</td>
<td>Final Exam**</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* This schedule may change during the semester. Any changes will be notified in advance.
** In accordance with university policy, the final exam will be given during the final exam period and not the last week of the semester.