Basic Marketing Management  
BADM 3401 - 14  
Spring 2017

Instructor : Pradeep A. Rau (Bio Attached)  
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Office Hours : 10:30 am – 12:30 pm, M

Days : M  
Time : 12:45 pm – 3:15 pm  
Room: DUQ 155

COURSE OBJECTIVES : In the increasingly competitive marketplace that organizations operate in today, marketing is the discipline that helps the organization use its scarce resources to optimally serve its customers. The marketing function is important not only for commercial organizations but also for organizations in the public and not-for-profit sectors. The central challenge for organizations is to locate, serve and retain customers in the ever changing environment in which they operate. Identifying target "markets" and developing "product", "price", "promotion" and "place" (referred to as the "4 Ps") strategies are all decision areas that confront marketing managers and will be covered in this course. The course is designed to give the student a broad understanding of the context in which marketing operates and to help the student understand the role of marketing in contemporary organizations.

This is a first course in marketing required of all undergraduate business (?) majors and is designed for students who are being exposed to the subject for the first time. It is expected that at the end of the course, you will:

1. Be familiar with marketing terminology
2. Have a good understanding of basic marketing concepts
3. Be able to employ various theoretical frameworks to address marketing challenges and recognize marketing issues facing organizations

PEDAGOGICAL APPROACH: Recognizing that marketing is a practical applied discipline, the course will be covered through a combination of lectures on the concepts and frameworks by the instructor, discussions and presentations of their applications and analyses of current marketing issues by the students.

You will note that: the class discussions will cover material well beyond what is covered in the textbook.

Students' reflections on the material covered in the class sessions and their participation in the discussion are considered important elements of the learning process. Students are, therefore, strongly urged to come prepared with a reading of the textbook material and any other readings that may be assigned for
a particular class. It is also expected that students keep up with current events in the business press as they relate to the marketing function.


COURSE GRADING: Being a junior level class, a significant component of the course grade will be based on individual class contributions and a group project as described below. In addition, there will be two exams. in the middle and end of the spring semester. Grades will be assigned as per the following cutoffs:

A  90-100
A-  87-90
B+  85-87
B   80-85
B-  77-80
C+  75-77
C   70-75
C-  67-70
D, F  ?!!

The weightage assigned to the various components of the course will be as follow:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weightage</th>
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<tbody>
<tr>
<td>Exams (two)</td>
<td>50 percent</td>
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<tr>
<td>Course Project</td>
<td>40 percent</td>
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<tr>
<td>Class Participation</td>
<td>10 percent</td>
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</table>

Course Project: While the details of the group project will be discussed in class, it will involve a critical analysis of the marketing strategy being followed by any particular product of the group’s choosing. The project should be ready by the third week in April and be in the range of 12-15 pages double spaced. Within this broad description of the project, a few variants are conceivable and will be
suggested by the instructor early in the semester. You are encouraged to form groups early in the semester and arrive at a project/paper topic that you should discuss with the instructor by the second week of February as noted in the schedule below.

University Integrity Policy: Please note that the university has an integrity policy (honor code) in which GWSB fully participates and to which you should strictly adhere. This policy applies to both examinations and projects and covers such topics as cheating on examinations and using unattributed materials in papers/projects etc. If you have any doubts about citation/referencing style in your project papers, please get them clarified by the instructor.

NOTE: Details of the course requirements, grading and other matters will be clarified on the first day of class.

**SCHEDULE OF CLASSES**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic Coverage</th>
<th>Chapter #</th>
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<tbody>
<tr>
<td>January 23 (M)</td>
<td>Course Introduction – Housekeeping</td>
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<td></td>
<td>Historical Overview</td>
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<td>Future of Marketing</td>
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<td></td>
<td>Reading - McKenna</td>
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<td>January 30 (M)</td>
<td>Marketing: Creating and Capturing</td>
<td>Chapter 1</td>
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<td>Customer Value</td>
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<td>February 6 (M)</td>
<td>Company and Marketing Strategy:</td>
<td>Chapter 2</td>
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<td></td>
<td>Partnering to Build Customer</td>
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<td></td>
<td>Relationships</td>
<td></td>
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<tr>
<td></td>
<td>Group membership (names)/Project Topics due</td>
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<tr>
<td></td>
<td>Analyzing the Marketing Environment</td>
<td>Chapter 3</td>
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<tr>
<td>February 13 (M)</td>
<td>Managing Marketing Information to Gain Customer</td>
<td>Chapter 4</td>
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<td></td>
<td>Insights</td>
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<td>Consumer Markets and Consumer</td>
<td>Chapter 5</td>
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<td></td>
<td>Buyer Behavior</td>
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<tr>
<td></td>
<td>Business Markets and Business</td>
<td>Chapter 6</td>
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<tr>
<td></td>
<td>Buyer Behavior</td>
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</tbody>
</table>
Customer-Driven Marketing Strategy: Creating Value for Customers
Segmentation and Positioning
Course Project Topics Due

Segmentation and Positioning (cont.)

Products, Services and Brands: Building Customer Value

New Product Development and Product Life Cycle Stages

Additional Considerations: Product and Service Review for First Examination

Chapter 7

Chapter 7

Chapter 8

Chapter 9

Chapter 9 (cont.)

February 20  (M)  Holiday – President’s Day (Observed)

February 27  (M)  First Examination

March 6  (M)  Review of First Examination

March 13 -18  Spring Recess

March 20  (M)  Pricing: Understanding and Capturing Customer Value

Pricing Strategies

Marketing Channels: Delivering Customer Value

Retailing and Wholesaling

Communicating Customer Value Integrated Communications Strategy

Advertising and Public Relations

Personal Selling and Sales Promotion

Direct Marketing

Creating Competitive Advantage

Chapter 10

Chapter 11

Chapter 12

Chapter 13

Chapter 14

Chapter 15

Chapter 16

Chapter 17

Chapter 18
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>April 17</td>
<td>The Global Marketplace, Sustainability</td>
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<tr>
<td>April 24</td>
<td>Project Presentations</td>
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<tr>
<td>May 1</td>
<td>Project Presentations</td>
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<td>May 3</td>
<td>Project Presentations – Papers Due</td>
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<td></td>
<td>Review for Second Examination</td>
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<tr>
<td>Finals Week</td>
<td>Second Examination – Time and Place to be</td>
</tr>
<tr>
<td>(M, May 8?)</td>
<td>Announced</td>
</tr>
</tbody>
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**Note:** I am looking forward to BADM 3401-14 – Basic Marketing Management - as I hope you are, too! Together, we will try and make sense of marketing decisions and how they are made in the current context. Please keep me informed of any problems in good time so we can deal with them and not wait until after they have become more difficult to resolve!
Course Description

Effective marketing has always been vital to the continued success and growth of organizations. In the 21st century, the potentially global instantaneous reach and impact of actions makes effective marketing even more vital. For aspiring Masters of Business Administration, a strong foundation in Marketing is essential, a prerequisite to their success in the market place.

Our course is aimed at introducing you to the fundamentals of Marketing Management – the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value.

Effective Marketing Management comprises a set of tasks, from developing marketing strategies and plans for your product offerings, to creating and establishing unique and valuable identities for them, building, communicating and delivering the promised values of your offerings to your customers, thus making successful long-term growth more likely. Our course will familiarize you with all these.

Course Text: MARKETING MANAGEMENT, 15/E, by Philip Kotler & Kevin Lane Keller; Published by Prentice Hall. ISBN: 978-0-13-385646-0

The text book is used for MBAD 6272.WE and the following module MBAD 6273.WE (called MARKETING DECISIONS). In this first module, we will cover the first four parts of the book. The second module will cover the remaining four parts.

In addition to this course text, a book of exceptional articles (HBR's 10 Must Reads On Strategic Marketing) has been included for these courses. Each group will be making presentations on two of these articles, during the course of our two modules.

Course Objectives

The main learning objectives of the two course modules are:

✓ Understand the concept of marketing and the environmental factors that impact marketing decisions
✓ Understand the need for and the major steps in doing strategic and marketing planning
✓ Understand key characteristics of different types of markets
✓ Understand and apply concepts of market segmentation, targeting and positioning
✓ Understand and apply the concepts of marketing mix, product/service mix
✓ Understand the '4 Ps' of marketing
✓ Understand how consumers process/evaluate prices (price vs value)
✓ Understand channel management and supply chain design/management
✓ Understand development and implementation of integrated marketing communications
✓ Apply analytical and problem solving skills you have learned to real-life business situations