

Koç University
College of Administrative Sciences and Economics

MKTG 201 – Marketing Management

Dr. Serdar Sayman Fall 2011

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<http://home.ku.edu.tr/~ssayman/mktg201/mktg201.htm>
Assistant: To be announced

Course Material

Text: Kotler, P. and Armstrong, G., *Principles of Marketing*, Prentice-Hall, 14th ed.

Course Pack: Contains material for the assignments and cases (will be available at Copy Center later)

Overview

The course is designed to provide a broad understanding of marketing management and the role of marketing in the society. The essence of marketing management is assessing and solving marketing problems. As may be perceived by lay people, marketing can not simply be managed by intuition. Furthermore, marketing management course is not simply factual information to be memorized.

Course content can be roughly divided into two parts. The first part focuses on the concepts, tools, and analyses that underlie marketing decisions. We will examine marketing strategies, buyer behavior, and the information link between the environment and the decision maker. The second part of the course focuses on marketing decisions and how these decisions are made using the concepts, tools, and analyses discussed in the first part. We will examine the elements of the marketing mix, namely product, price, place (distribution), and promotion (communication). The design of these elements should be consistent in order to reach and serve consumers.

Objectives

1. To develop a knowledge and proper usage of the business terms and concepts associated with the marketing field.
2. To understand the marketing environment, study customer needs and behavior; and comprehend the value of product, pricing, place, and promotion in the planning process.
3. To develop an ability to analyze marketing problems, and to apply marketing concepts, tools, and techniques to solve specific business problems.
4. To exhibit ethical and professional conduct in class to prepare for the “real world.”

Teaching Method and Participation

The course will consist of lectures and case discussions. You are responsible for everything discussed or presented in the class, and the relevant parts of the textbook. We will not talk about each and every page in the textbook.

Students are expected to attend all classes. I would expect that you are inside the classroom, seated and ready to start the class on time. If you arrive after the start of classes on more than a couple of occasions, you can expect your class participation grade to be reduced by half.

You are also expected to participate in class discussions – both for lectures and case sessions. In doing so, you are expected to use the proper marketing terms and concepts in the classroom. Sharing your ideas, comments, or experiences with other members of the class will enhance the learning process. Try to pay attention to the world of marketing throughout the semester; you will see things on TV, print media, Internet, in stores etc. that are relevant to the course material. Try to relate what you learn in the class to what you observe. You are encouraged to incorporate your observations, thoughts into class discussion. Student participation is vital for the case studies. Ability to discuss your analysis of assigned cases will be an important factor in your class participation grades.

Anything that detracts from our full attention in class will reduce the quality of our discussion. For example, coming in late, or leaving in mid-class, is disruptive to fellow students. Irrelevant or unrelated use of laptop in the class is impolite, and not welcome.

Experience suggests that marketing is best learned through study and application in a cumulative manner; the value of the course is greatly diminished if students attempt to substitute pre-exam cramming for regular preparation. In order to get most out of this course while spending the least time is reading the material in advance. I recommend you to reserve and plan a time slot every week to read the material.

Course Components and Grading

Your final course grade will be based on the following criteria and weights:

- midterm exam 30%
- final exam 30%
- individual assignments 1 and 2 15%
- group case assignments 1 and 2 20%
- participation – attendance 5%
- research participation bonus 3%

Midterm and Final Exams. Both exams will be closed book, in-class exams. They will be non-cumulative, and will include both multiple choice and essay type questions drawn from the textbook and class discussions. In case the student misses an exam, on the condition that the instructor accepts the medical report or any other excuse, *the make-up exam will be given after the final exam*. Make-up exam will not necessarily have the same structure of the corresponding exam.

Individual Assignments. There are 2 individually prepared assignments throughout the semester. Assignments should be edited carefully and submitted as printouts. Before handing in your assignments read them once again, check for spelling and grammatical errors, and the general structure of the work. Due dates of the assignments and the place to submit are specified in the schedule. Late work will not be accepted. Individual assignment means that you are required to do the work on your own without collaboration with anyone else.

Note: Please DO NOT use nylon dossiers for individual and group assignments; it is not environmentally friendly and impractical for us to handle.

Group Case Assignments. There are 2 case studies; they are intended to give you experience in analyzing a problem, and making and supporting a decision. Case studies will provide an application setting to test the concepts learned in the lectures. Students will form groups of size 4 at the beginning of the semester. Any student who does not join a group until October 12 will be assigned to one by the instructor. Each group will submit one typewritten report. Reports are typically around 3, 4 pages (assuming double spaced lines and a 12 point font). If needed, you can provide exhibits or calculations in an additional appendix. A suggested format for the case report is as follows - course pack, as well as the course website, includes a guide for case analysis and writing a case report:

- Introduction / Statement of the Problem
- Situation Analysis
- Evaluations of Alternatives
- Recommendations
- Appendix / Exhibits (if needed)

It is essential that group members participate in the process, rather than assigning individuals to data analysis, report writing etc. Hence, each student should be prepared for class discussion of the case. Furthermore, you are not allowed collaborate with other groups for the case study; even after preparing your report, please do not share your ideas or recommendations regarding the case before the class discussion. Due dates of the assignments are specified in the schedule. ***Late work will not be accepted.***

Participation-Attendance. You should try to make effective use of discussion time in class, through thoughtful, timely, and constructive participation. Note that mere attendance is not the same thing as participation.

Your default participation grade is 0. You will gain points as you participate to the class discussion. If you don't attend 10 or more classes, your participation-attendance grade will be 0 irrespective of your participation in the classes you attended.

It is important to understand that *frequency* of participation is different than the *quality* of participation. Although evaluating class participation is inherently subjective, there are some criteria upon which an assessment may be built. Some of them are:

- Do comments show an apprehension of the issues and concepts presented in the course?
- Is the participant a good listener, are the points relevant to the discussion, are they linked to the comments of others?
- Is the participant prepared, does s/he merely repeat the facts or go beyond that?

Research Participation. You can receive bonus points towards your course grade by taking part in research studies. In order to conduct academic research, it is important for marketing academics to have people complete surveys and studies. This experience will also help you gain a better understanding of what marketing research is about. You will have an opportunity for participating in research studies and earning upto 3% points towards your course grade; details will be provided to you later in the semester.

Course Policies

There are role expectations in the world of business as well as academia. Among these role expectations is that people will comport themselves in a “professional” manner. This expectation includes

- (i) treating one another with respect
- (ii) timely attendance at all class meetings
- (iii) the appearance of involvement, including being attentive; being responsive; *not* being involved in activities unrelated to the course
- (iv) sharing your views with the class and instructor, but not with a small group

University rules and policies on academic honesty will be strictly enforced. Cheating, plagiarism, collusion or any other form of dishonesty will not be tolerated. I expect all assignments to be completed without examining others' work. Students and faculty adhere to the following principles of academic honesty at Koç University:

1. *Individual accountability* for all individual work, written or oral. Copying from others or providing answers or information, written or oral, to others is cheating.
 2. Providing *proper acknowledgment of the original author*. Copying from other student's paper or from another text without written acknowledgement is plagiarism.
 3. Group activity is *authorized teamwork* but only for group projects or cases. Unauthorized help from another person or having someone else write one's paper or assignment is collusion.
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Tentative Course Outline

Course Introduction and Marketing Basics -- Read Ch.1 & Syllabus

Basic Quantitative Analysis in Marketing -- Read App. 2

Student groups should be finalized, October 5yap33rak

Marketing Strategy -- Read Ch.2; Skim App. 1

Creating Competitive Advantage -- Read Ch.18

Consumer Buyer Behavior -- Read Ch.5

Business Buyer Behavior -- Read Ch.6

Marketing Information -- Read Ch.4

Segmentation, Targeting, and Positioning -- Read Ch.7

Midterm Exam: ~ date to be announced

Product Strategy -- Read Ch.8

Pricing -- Read Ch.10 & 11

Marketing Channels - Read Ch.12

Retailing and Wholesaling -- Read Ch.13

Marketing Communications, Advertising, Sales Promotion... -- Read Ch.14, 15, 16

New Product Development -- Read Ch.9

The Marketing Environment -- Read Ch.3

Direct and Online Marketing -- Read Ch.17

Final Exam: date to be announced
