Office Hours: Mondays & Tuesdays: 1:00pm-5:00pm when there are no department and/or college meetings. Also, by appointment – students must typically meet outside class with the Professor at least once every month.


Optional:


“The beginning of knowledge is the discovery of something that we do not understand.” – Frank Herbert

“The function of education is to teach one to think intensively and to think critically....intelligence plus character – that is the goal of true education” – Martin Luther King Jr.
Course Overview
The purpose of this course is to provide an overview of marketing management with special emphasis on the marketing mix, target marketing, and marketing strategy. Cases will be selected to highlight important marketing concepts and provide students with experience grappling with decisions commonly encountered by practicing marketing managers.

Course Aim
This course is intended to acquaint students with the dynamic skills and abilities needed to understand, appreciate and make decisions about the changing and complex (and at times dysfunctional) marketing management nationally and in the global marketplace. The 21st century is characterized by significant shifts in the manufacturing, segmentation, positioning, distribution and consumption of offerings. Significant sources of threats and opportunities, along with innovation and internal resources of firms are necessary for coping with opportunities and threats and the positioning firm in the marketplace. These discussion will form the core material of the course.

Course Objectives
By the end of the course/semester, it is hoped that students will:

Understand the key theories and issues surrounding marketing decision-making.

Comprehend micro and macro environmental analysis of marketplaces and marketing strategy (STP marketing- segmentation, targeting, positioning, the marketing mix, other competitive strategies and tactics, cultural dimensions of strategies etc.).

Employ marketing management principles and practices to solve common marketing problems.

Translate marketing decisions into their financial consequences for firms.

Apply common marketing metrics to aid decision-making.

In this class, ethical issues is explicitly highlighted and covered, as will political, economic, social and technological ramifications of marketing decisions.

The UNT COB complies with the Americans with Disabilities Act. Reasonable accommodations are made for qualified students with disability. If you have an established disability as defined in the Americans with Disabilities Act and would like to request accommodation, please see me as soon as possible.
Acceptable Student Behavior:

Student behavior that interferes with an instructor’s ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at www.unt.edu/csrr

Journals to be familiar with (a selection)

It is important that MBA students familiarize themselves with articles from several of the following marketing related journals. Most libraries have access to journals (see also references). You can also access articles from www.google.com, then go to google scholar and then the article or authors or subject of interest.


Magazines and Newspapers


Other useful Internet addresses

For world advertising resources www.warc.com/jmh
For corporate information www.corporateinformation.com
For live full TV world news www.France24.com Please do visit this television site for latest world news in English. Enjoy!

Other useful Internet addresses

For World Advertising Resources www.warc.com/jmh
Course Policies and Procedures

Attendance and class discussion

Course participation is mandatory and so all students are expected to read and prepare assignments and write reports. Students should participate actively in the course and discussion with the professor. Occasionally, discussion will involve telephone conversation with the professor. Participation is also important indicator of attitude. Sporadic participation often signals to the instructor that the student places low priority on the course. Thus, by enrolling in this course, you are, in effect, agreeing to do your best to contribute to the learning experience.

Excused absences are those due to incapacitating illness, a death in the family, official participation in University-sponsored events, or absences that in the opinion of the instructor are beyond the control of the student. Satisfactory documentation must be provided for any excused absence. **Work-related absences will not be excused.**

This is a graduate business course and the expectation is that you will conform to appropriate business behavior, i.e., behave like a senior marketing manager. Behavior detrimental to course progress will be heavily considered in the overall grade.

You are expected to stay in touch with the instructor. You are responsible for all announcements made to the class. Changes may be made in the syllabus and assignments during the semester.

Please be diligent. Hand in your assignments or reports on time. Failure to produce diligent and quality reports will always affect your final grade in the course.

Students with special needs must communicate with the professor as soon as possible. Make up reports etc. are never given except under the most extreme and compelling circumstances. In the latter case, you should **ALWAYS PRODUCE VERIFIABLE DOCUMENTS.**

**Late work:** No work will be accepted after the due or cut-off date unless with prior permission.

Time requirements

To complete the course successfully, students are expected to devote approximately 2 hours of preparation for every class.

Academic Integrity

Student dishonesty, including cheating or plagiarism, will result in an automatic “F” in the course and immediate reporting of the student's actions to the Office of the Dean of Students and to the Office of the Dean of the College of Business. Please see the University of North Texas Student Guidebook and on UNT's web page ([www.unt.edu](http://www.unt.edu)). Cheating includes, but is not limited
to: (1) use of any unauthorized assistance in taking exams (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, or carrying out other assignments or (3) the use of unauthorized notes for use in exams, allowing another student to use your exam answers or passing information to another student in an exam. Please be certain to cite any reference. Materials copied verbatim must be in quotation marks with a correct citation documented within the text. This applies to any and all materials taken from Internet sites.

The term plagiarism includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the use of papers and materials prepared by students in previous semesters or unacknowledged use of materials prepared by another person or agency engaged in the selling of papers or other academic materials.

Source: UNT Code of Student Conduct and Discipline and COB Guidelines.

**Grading Scale**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Numeric Range (%)</th>
<th>Grade Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90 to 100</td>
<td>4.0</td>
</tr>
<tr>
<td>B</td>
<td>80 to 89</td>
<td>3.0</td>
</tr>
<tr>
<td>C</td>
<td>70 to 79</td>
<td>2.0</td>
</tr>
<tr>
<td>D</td>
<td>60 to 69</td>
<td>1.0</td>
</tr>
<tr>
<td>F</td>
<td>Below 60</td>
<td>0.0</td>
</tr>
</tbody>
</table>

**Grading:** Article summary and critique and presentation (20%); Examination (40%); Class discussion of case studies (10%); Group Project (30%);

**Examination:** There will be two examinations. These will be in essay form and will require you to integrate course lectures, readings and other supplemental materials from journals and textbooks to address your argument/discussion. The exam is intended to evaluate your understanding of marketing management, theory and practices, as well as your ability to apply your knowledge to real decision scenarios.

**Group project:** This semester, students will work in groups of 3 on a final group project researching a business start-up marketing conundrum for Tidal Virtual Music Streaming. The business started in May 2023 and is involved the virtual streaming of Bollywood music into parties/social gatherings. The owners [will be introduced on our first day of class] need assistance to explore the marketing of the business and the eventual growth of the business in the DFW area and beyond.

The project will involve face-to-face interviews with potential target audiences including students, members of the public, experts, and executives in order to identify the problem. You will also employ secondary data sources as well. Given the nature of this course, your full
participation in the group work is absolutely critical. Without full participation, your final grade may suffer.

Effective senior managers (holders of MBA) possess a variety of skills. They have to be proficient in written and verbal skills and inter-personal relationships. The group work is an assignment specifically geared toward making you understand and become aware of the importance of effective communication, team-work, and hard work. See the grading criteria for expectations.

**Individual article summary, critique, written report and oral presentation.** You will choose one of the articles at the end of this syllabus. You will summarize and critically review the paper and then identify the key issues underpinning the study. Finally discuss the implications for marketing and then put forward your recommendations for managers. Further guidelines and outline will be discussed in class on an on-going basis. To that end, attendance in class is very important.

**Class discussion of case studies in the textbook.** Students should read the Chapters in the textbook and work on the designated case studies for discussion in class. This will be on-going and throughout the semester.

The total marks/points needed are 100%.
## Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1/18/24</td>
<td>1. Course introduction * Introduction to marketing and overview of marketing; The marketing concept. The role of marketing. Chapters 1 &amp; 2.</td>
</tr>
<tr>
<td>2</td>
<td>1/25/24</td>
<td>2. Market orientation. – <strong>articles selected (see references for articles).</strong></td>
</tr>
<tr>
<td>3</td>
<td>2/1/24</td>
<td>3. Defining the business purpose or mission; The marketing strategy process; Establishing the core strategy; Creation of the competitive positioning. Case study: LEGO builds new dimension with digital vision. Chapter 2</td>
</tr>
<tr>
<td>4</td>
<td>2/8/24</td>
<td>4. Environmental analysis; PESTLE, SWOT analysis; Porter’s Five Forces model of industry competition. Chapter 3.</td>
</tr>
<tr>
<td>5</td>
<td>2/15/24</td>
<td>5. Comparing and contrasting Coca-Cola marketing challenges in Brazil and marketing challenges of Cola Cola and Pepsi Cola in in South Africa.</td>
</tr>
<tr>
<td>8</td>
<td>3/7/24</td>
<td>8. Marketing resources and value creation. Case study: Why Ford is stalling in China while Toyota succeed. Chapter 6. <strong>Examination I</strong></td>
</tr>
<tr>
<td>9</td>
<td>3/14/24</td>
<td>9. <strong>SPRING BREAK – NO CLASS</strong></td>
</tr>
<tr>
<td>10</td>
<td>3/21/24</td>
<td>10. Understanding STP marketing (segmentation, targeting, and positioning). Chapters 7 &amp; 8. Case study: How millennials became the world’s most powerful consumers.</td>
</tr>
<tr>
<td>14</td>
<td>4/18/24</td>
<td>14. <strong>Group project. Examination II.</strong></td>
</tr>
<tr>
<td>15</td>
<td>4/25/24</td>
<td>15. <strong>Group project</strong></td>
</tr>
<tr>
<td>16</td>
<td>5/2/24</td>
<td>16. <strong>Group project and presentations</strong></td>
</tr>
<tr>
<td>17</td>
<td>5/9/24</td>
<td>17. <strong>Group project and presentations</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>End of Semester</strong></td>
</tr>
</tbody>
</table>
Grading criteria for written reports, and group projects

Note: For the written report, group must attach/provide a full list of members who attended or did not attend scheduled group meetings.

Grade A
Excellent level of understanding of the chosen area/work/concepts.
Excellent analysis of the problem/case/concepts.
Excellent and well thought-out literature review commensurate with the level of class.
Excellent explanation of rationale and conclusion and/or proposed solution.
No major errors of principle or interpretation.
Overall, well argued and well thought-out response to the assignment.
Good quality written presentation and neat work.
Clearly written style, with a consistently high degree of effective communication. Evidence of wide reading from the literature.

Grade B
Sound understanding of the problem/assignment.
Sound use of critical analysis.
Some minor errors of interpretation and/or fact.
Some "fog" or "wooly" analysis, but only to a minor extent.
Sound written presentation but some poorer parts are evident.
Variable standard in written style, with some inconsistency in effective communication.

Grade C
Adequate understanding of the problem/assigment.
Analysis is rather basic with a tendency to be uncritical and too descriptive.
Thinking and argmtaent show "a good deal of fog" with rather muddled approach. Overall, adequate conclusions but work requires major revisions before being accepted by say, a manager or for outside circulation.
Work needs further revision and correction.

Grade D
Work demonstrates a very basic understanding of the problem/assignment. Very basic written communication and at times lacks coherence.
Very basic to poor written presentation.
Overall, work can be described as weak.

Oral presentation
This will be 20 minutes maximum (including some Q & A) so plan carefully.
The oral presentation is a summary of the written work. The discussion should involve all students in the group or the individual student. All must speak on a part of their work. The grading criteria for the oral include: (a) preparedness/amount of work put in, (b) quality of the work, discussion, (c) actual delivery in front of the class, (d) responses to questions, (e) recommendations, and critiques.
ASSIGNED READINGS

Students should download and then read materials before class.


Sheth, Jagdish (2021), “New areas of research in marketing strategy, consumer behavior, and marketing analytics: the future is bright,” *Journal of Marketing Theory and Practice*, 29(1), 3-12.


