# Graduate Seminar in Marketing

MKTG 5513 – X40

### Summer II Semester 2020

Tentative Course Schedule

Module 1 - Introduction and Marketing in Today’s Business Milieu

### Read

M&J Ch 1 Marketing in Today’s Business Milieu

(2E - Ch 1 Marketing in Today’s Business Milieu)

### View

Welcome/Introduction Video

Section Break-out Video

Schedule Video

Course Material Breakout Video

Misconceptions Video

Marketing Defined Video

Marketing Concepts Video

Evolution of Marketing Video

Module 2 –Elements of Marketing Strategy and Planning

### Read

M&J Ch 2 Elements of Marketing Strategy and Planning

(2e - Ch 2 Elements of Marketing Strategy, Planningand Competition)

### View

Utility Video

Value Proposition Video

BCG/Portfolio Analysis Video

SCA Video

Situation Analysis Video

SWOT Video

Ansoff Model Video

### Deliverables

Understanding the flow and content of a typical marketing plan.

Experience analyzing situation analyses of external macro-level environmental factors, competitive forces, and internal environmental factors.

Module 3 - Marketing Plan Project

### View

Marketing Plan Assignment Video

Much of the Seminar in Marketing course will focus on knowledge, skills, and abilities requisite to develop a marketing plan for a product. The groundwork and processes involved will promote good marketing decisions. Good marketing decisions include but are not limited to: taking a product to market when indications of success are strong, declining to take a product to market when likelihood of success is poor, modifying the marketing mix, repositioning a product, changing or modifying target segments, new product development, and executing market research. A real-life analysis of organizations, capabilities, markets, and products will provide student marketing managers the opportunity to develop their marketing management knowledge, skills, and abilities. Student marketing managers will search assigned industries for current products or proposed products and develop a marketing plan for their selected (and approved) product.

Some suggested industries worthy of consideration are:

*Home water conservation*. (Wichita Falls was in the midst of what many called a catastrophic drought. City water users were encouraged to reduce their household and business water consumption. Products that promote reduced consumption would be very good to consider.)

*Relocation services*. (My son and daughter-in-law are relocating, for employment (and climate) reasons, from Northern Colorado (Loveland) to Houston, TX. At the current time, they are relying on *Mom’s Relocation Services* to assist with their move. A service that aids those without access to *Mom’s* might be feasible for business professionals with very busy schedules like my son and his wife. Imagine a service that does what mom does without the guilt trip(s).

Student marketing managers are not limited to the above industries. Those were just listed to give you some examples where to look for product ideas. Once student-marketing managers have selected an industry and preferably a product, each one will contact the instructor with a brief description of the product and the need it fulfills. The instructor must approve the product before the marketing manager moves into the module activity phases. (The instructor rarely vetoes a project, but occasionally a veto occurs. The usual reason for a veto is the product will be too challenging or not challenging enough to execute a meaningful marketing plan exercise.)

### Module 3 Activity

Please start thinking about products or product ideas in which you are interested. Send the idea to your instructor with a brief discussion of:

the product (some basic details should be included)

the need met by the product

who will benefit and use the product

Remember, the rest of your activities will focus on your selected product. Please select something that will keep you interested for the full semester.

Activity due – Thursday July 9, 2020 by 11:59pm

Module 4 - Managing Marketing Information

### Read

M&J Ch 5 Managing Marketing Information

(2e - Ch 3 Managing Marketing Information)

### View

Uses of Marketing Research Video

Marketing Research Caveat Video

Marketing Research Process Video

Focus Group Video

Secondary Data Caveats Video

Observational Data Video

Sampling Video

Questionnaire Video

### Deliverables

Sources of information found internally in an organization.

Sources of secondary data.

Experience developing specific primary data gathering instruments.

### Module 4 Activity

This exercise asks you to identify the critical information needed to create the marketing plan. In that regard, it is important to evaluate existing information (internal inside and secondary data) as well as new information gathered through primary research.

Identify secondary data sources and the specific information you need from each source.

List sources.

Data needed.

Assess the relevance of the data to the project (i.e., why do you need this particular data).

List primary data needed to create the marketing plan. Then develop the specific instruments (focus group questions, surveys) that you will use later in the marketing plan. This instrument will not exceed one page and is in addition to the two-page assignment limit.

Activities due – Saturday July 11, 2020 by 11:59pm

**Read the assignments and view the videos for the next two modules (Module 5 and Module 6). You will complete either Module Activity 5 or Module Activity 6; depending upon the product you have selected.**

Module 5 - Business-to-Consumer Markets

### Read

M&J Ch 7 Understanding Customers: Business-to-Consumer (B2C) Markets

(2e - Ch 4 Understanding Customers: Business-to-Consumer (B2C) Markets)

### View

McGuire’s Psychological Motives Video

Perception Video

Cultural Norms Video

Cultural Factors Video

Household Life Cycle and Family Decision Process Video

Consumer Decision Process Video(s) Problem Recognition, Information Search, Alternative Evaluation, Purchase, Post-purchase Process

### Deliverables

Identifying and analyzing the key customer variables that influence the customer decision-making process.

Identifying and analyzing the key internal variables that influence the customer decision-making process.

Identifying and analyzing the key external variables that influence the customer decision-making process.

### Module 5 Activity (Complete this activity if your selected product is a Consumer Product)

This activity asks you to:

Develop a demographic profile of your target customer to include: age, income, occupation, education, and lifestyle.

Describe the motivation of the target consumer.

What external forces will influence the target consumer as he or she considers the purchase (e.g., how will the consumer’s culture or subculture affect the purchase decision).

Activities due – Tuesday July 14, 2020 by 11:59p.m.

Module 6 - Business-to-Business Markets

### Read

M&J Ch 8 Understanding Customers: Business-to-Business (B2B) Markets

(2e - Ch 5 Understanding Customers: Business-to-Business (B2B) Markets)

### View

Buying Situations Video

Buying Center Video

### Deliverables

List of key companies in the market.

List of buying center participants you would encounter in selling to your key business-to-business customer.

### Module 6 Activities

(Complete this activity if your selected product is a Business Product)

Identify the key companies (customers) in your market. Where are they located?

Who would be the probable members of the buying center? What do you expect their specific needs to be regarding your product or solution? How will you approach each of them and what will you emphasize to them during your face-to-face communications?

Activities due – Wednesday July 15, 2020 by 11:59p.m.

Module 7 - Segmentation and Target Marketing

### Read

M&J Ch 9 Segmentation, Target Marketing and Positioning

(2e - Ch 6 Segmentation, Target Marketing and Positioning)

### View

Segmentation and Criteria for Effective Segmentation Video

VALS Video

Sources of Competitive Advantage Video

### Deliverables

Analysis of the criteria for effective segmentation.

Identification of the various approaches to market segmentation.

Identification of the approaches to target marketing strategy.

### Module 7 Activities

Consider the various approaches to segmenting your market(s). What approaches do you recommend? Why do you recommend those approaches over other available approaches?

List and describe the segment(s) you have proposed for your marketing plan.

Evaluate your proposed segments against the criteria for effective segmentation.

Activities due – Friday July 17, 2020 by 11:59p.m.

Module 8 - Product Strategy

### Read

M&J Ch 10 Product Strategy

(2e - Ch 7 Product Strategy and New Product Development)

### View

Product Characteristics Video

Copeland’s Taxonomy Video

Product Line/Product Mix Video

Product Life Cycle and Product Life Cycle Caveats Video

### Deliverables

Statement of the value proposition for the company’s products.

Definition of the characteristics and nature of the company’s products.

Identification of the product’s position in the marketplace.

### Module 8 Activities

Define your product to include: value proposition, characteristics, nature of the product (consumer versus business product, and what type of product it represents).

What is the primary reason customers value your product?

What does your product promise to deliver to the customer?

What is the fundamental need met by your product?

Activities due – Monday July 20, 2020 by 11:59p.m.

Module 9 - New Product Development

### Read

M&J Ch 12 New Product Development

(2e - Ch 7 Product Strategy and New Product Development)

### View

Confusion Table Video

New Product Development Process Video (Idea Generation, Idea Screening, Concept Testing, Opportunity Analysis, Product Development and Testing, Market Tests, Commercialization)

New Product Success Factors and Why New Products Fail Video

Diffusion of Innovation Video

Module 10 - The Brand

### Read

M&J Ch 11 The Brand

(2e - Ch 8 The Brand)

### View

World’s Most Valuable Brands Video

Branding Decisions Video (Stand Alone or Family of Brands)

National Brands vs. Store Brands Video

Module 11 – Services

### Read

M&J Ch 13 Service as the Core Offering

(2e - Ch 9 Service as the Core Offering)

### View

Characteristics of Services Video

Gap Analysis Video

SERVQUAL Video

### Deliverables

An understanding of how services are evaluated.

The sources of service quality failure.

### Module 11 Activity

Select a service you have used recently. It could be a service you use frequently, a service you have used only once, a service that left you highly satisfied, or a service that left you dissatisfied and wanting more.

Evaluate the service using the SERVQUAL dimensions discussed in the chapter and video.

Activity due – Wednesday July 22, 2020 by 11:59p.m.

Module 12 Managing Pricing Decisions

### Read

M&J Ch 14 Managing Pricing Decisions

(2e - Ch 10 Managing Pricing Decisions)

### View

Penetration Pricing and Price Skimming Strategies Video

Tactical Pricing Approaches Video

Weber’s Law of Just Noticeable Difference Video

### Deliverable

Application of pricing strategies

Techniques for fine tuning pricing

### Module 12 Activities

What are your pricing objectives? (Pricing objectives are the desired or expected result associated with a pricing strategy. Pricing objectives must be consistent with other marketing-related objectives as well as with the firm’s overall objectives for doing business.) Share your rationale for this selection.

Review the various available pricing tactics and select a mix of tactics that you believe is the most appropriate for your offering.

Activities due – Friday July 24, 2020 by 11:59p.m.

Module 12a - Practicing Pricing Decisions

### View

Chain Pricing Video (Markup on Selling Price, Markup on Cost)

Elasticity of Demand Video

Break-even Point and Modified Break-even Point Video

Module 13 - Marketing Channels

### Read

M&J Ch 15 Marketing Channels and the Supply Chain

(2e - Ch 11 Marketing Channels and Points of Customer Interface)

### View

Channel Functions Video

Disintermediation Video

Selecting Channel Approaches Video

### Module 13 Activities

Design and discuss the channel of distribution that is optimal for your product. Discuss the intermediaries that you intend to use (if you intend to do so). Your discussion should include: desired distribution intensity, required control and adaptability, and channel functions requiring investment.

Activities due – This section should be included in your Final Marketing Plan (Saturday August 8, 2020)

Module 14 - Points of Customer Interface

### Read

M&J Ch 16 Points of Customer Interface

(2e - Ch 11 Marketing Channels and Points of Customer Interface)

### View

First Super Market in Texas Video

Retailer Classification Schemes

Food Retailer Video

General Merchandise Video

### Deliverables

Understanding key retail decisions.

### Module 14 Activities

Define the characteristics of the channel and, more specifically, determine the best approach for reaching the customer (retail, online, in-company sales force, distributors).

Activities due – This section should be included in your Final Marketing Plan (Saturday August 8, 2020).

Module 15 - Promotional Strategy, Advertising, Sales Promotion, and Public Relations

### Read

M&J Ch 17 Promotional Strategy, Advertising, Sales Promotion, and Public Relations

(2e - Ch 13 Advertising, Sales Promotion, and Public Relations)

### View

IMC Video (Albuquerque Experience)

Push and Pull Strategy Video

Hierarchy of Effects Model Video

Promotional Budget Video

Advertising Appeals Video

Common Approaches to Advertising Execution Video

Pros and Cons of Key Advertising Media Video

Sales Promotion Video

### Deliverables

Understanding and developing various elements of the promotion mix.

Understanding the marketing manager’s role in developing promotional strategy and the promotion process.

### Module 15 Activities

Develop goals for the following appropriate areas and suggest just how you intend to accomplish the selected goals (you need not use all activities):

Advertising Sales promotion

Public relations

Personal selling

Direct marketing

Interactive marketing

Activity due – Friday July 31, 2020 by 11:59p.m.

Module 16 – Personal Selling

### Read

M&J Ch 18 Personal Selling, Direct Marketing, and Interactive Marketing

(2e - Ch 14 Personal Selling, Direct Marketing, and Interactive Marketing)

### View

Advantages of Personal Selling Video

Key Success Factors Video

The Personal Selling Process Video (Prospecting, Qualifying Prospect, Approach, Need Identification, Idea Delivery, Customer Objections, Customer Commitment, Follow-up)

### Deliverables

Ability to develop an effective interpersonal communications strategy.

### Module 16 Activities

FAB your product. Develop a FAB table with at least five features. Please note that you should have multiple benefits for each feature. What are some objections you would expect to hear from your customer? Discuss how you will respond to each objection

Activities due –Monday August 3, 2020 by 11:59p.m.

Module 17 - The Global Marketplace

### Read

M&J Ch 3 The Global Marketplace

(2e - Ch 15 The Global Marketplace)

### View

Market Entry Strategies Video

Internationalization vs. Internalization Video

### Deliverables

Sources of international and global information.

An understanding of the challenges facing international expansion.

Module 18 - Marketing Dashboard

### Read

M&J Ch 19 Marketing Dashboard

(2e - Ch 16 Metrics for Measuring Marketing Performance)

### Deliverables

Identifying key marketing metrics and developing a marketing dashboard.

Developed detailed action plans in support of the overall marketing plan.

Decided on an appropriate combination of forecasting approaches.

Prepared a marketing budget.

Provided controls and contingency plans.

### Module 18 Activities

Identify and discuss the five most important marketing metrics your company will include in its marketing dashboard. (Some examples are ROMI, market share, market penetration, sales margin, cannibalization rate, customer lifetime value, sales force effectiveness, promotion and pass-through, cost per 1000 impression rates, share of voice, click-through rates)

Activities due – Wednesday August 5, 2020 by 11:59p.m.

Final Marketing Plan

Marketing managers\* please submit your complete marketing plan, that is, all of your revised module activity assignments. The revised activity assignments should incorporate the suggestions proposed by your instructor(s) and your student marketing manager colleagues. The activity reports should be consolidated into one file and delivered via the appropriate *D2L* drop box.

\*Please note that you are not identified as student marketing managers! By this time, you are certainly well qualified to make marketing management decisions!

Final Marketing Plan due – Saturday August 8, 2020 by 11:59p.m.