Dear MBA Students:

I am delighted to have you in the Marketing Management class. I want to make this class an enjoyable learning experience for you. A large part of learning will depend on attendance and diligent work on various reading and written assignments listed in the syllabus. I recommend that you plan on beginning the work on an assignment at least a week prior to the due date. I am providing below some **important dates**, which may help you plan better during the semester.

1. **Sessions 1 (Monday, 2/11/2013):**
   **Solutions to the Problems** at the end of HBS note: "Marketing Arithmetic and Related Marketing Terms." Although **not** required to submit please solve the problems and prepare for class discussion.

2. **Session 6 (Monday, 3/18/2013):**
   **Midterm Exam Case: Hurricane Island Outward Bound School case** ---
The case is available in the Course-pack. **See the guidelines for the exam in the syllabus.**

3. **Sessions 9, 10 & 11 (Mondays, 4/15 through 4/29/2013):**
   **Group Case Presentations** of selected cases. See syllabus for details.

4. **Session 13 (Monday, 5/13/2013):**
   **Final Exam - Cases: Aqualisa Quartz (AQ), Rohm and Haas-A (R&H), and Kodak (EKC)** ---
The cases are available in the Course-pack. **See the guidelines for the exam in the syllabus.**

   Sincerely,

   [Signature]

   Ajay Manrai
   Professor of Marketing
Syllabus
Marketing Management, BUAD880-050 (Newark Campus)
Spring 2013 (13S)

Professor Ajay K. Manrai
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Sessions 1: Monday, 2/4/2013:

MODULE 1: INTRODUCTION AND MARKETING ENVIRONMENT

TOpic-1: Course introduction—Basic Concepts of Marketing

ASSIGNMENT:

Read 1. Kotler & Keller Chapter 1.

Skim: Kotler & Keller Chapter 3.

TOpic-2: Breakeven Analysis

ASSIGNMENT:


Case: Solve problems in the mini case given at the end of the HBS note cited above and prepare for class discussion. You are not required to submit your solutions to the problems.

End of Session 1

No class on Monday, 2/11/2013

Session 2: Monday, 2/18/2013:

TOpic-1: Marketing Planning

ASSIGNMENT:

Read: Kotler & Keller, Chapter 2.

Case: Bross Cord & Wire Company. … Prepare for class discussion

Skim: Kotler & Keller Chapter 5.

End of Session 2
Sessions 3 & 4: Mondays, 2/25/2013 & 3/4/2013:

MODULE 2: ASSESSING MARKETING OPPORTUNITIES

TOPIC-2:  Market Segmentation, Targeting, Positioning, Buyer Behavior, and Market Research

ASSIGNMENT:

Read: 1. Kotler & Keller Chapters 6, 8, 10.

Case: U.S. Instrument Rental. … Prepare for class discussion and Review Sample Exam questions

Skim: Kotler & Keller Chapters 4, 7, 9.

End of Sessions 3 & 4

Session 5: Monday, 3/11/2013:

Available between 6:00 PM – 8:45 PM to consult for exam related questions

End of Session 5

Session 6: Monday, 3/18/2013:

Midterm EXAM: Hurricane Island Outward Bound School case - Available in the Course-pack. Format: Questions on the assigned case, in class, closed book individual exam, 6:00PM – 8:30PM You are allowed to bring an unmarked paper copy of your exam case and a calculator.

End of Session 6

SPRING BREAK: NO CLASS ON March 25

Session 7: Monday, 4/1/2013

TOPIC: Review of Midterm Exam

End of Session 7
Session 8: Monday, 4/8/2013:

MODULE 3: DESIGNING MARKETING STRATEGY

TOPIC: Marketing Mix (4Ps) Decisions

ASSIGNMENT:

Case: Penrod Company … Prepare for class discussion
Read: Kotler & Keller Chapters 11, 12
Skim: Kotler & Keller Chapters 20

End of Session 8

Friday, 4/12/2013 4:00 PM – 6:30 PM: Available to consult for Case Presentation related questions

Session 9: Monday, 4/15/2013

MODULE 3: DESIGNING MARKETING STRATEGY

ASSIGNMENT:

Case: Aqualisa Quartz: Simply a Better Shower … For group presentations and class discussion

End of Session 9

Session 10: Monday, 4/22/2013:

ASSIGNMENT:

Case: Rohm and Haas-A (R&H)… For group presentations and class discussion
Read: Kotler & Keller, Chapters 15, 16.

End of Session 10

Session 11: Monday, 4/29/2013:

ASSIGNMENT:

Case: Eastman Kodak Company: Funtime Film… For group presentations and class discussion
Read: Kotler & Keller, Chapters 17, 18.

End of Session 11
Session 12: Monday, 5/6/2013

Available between 6:00 PM – 8:45 PM to consult for exam related questions

End of Session 12

Session 13: Monday, 5/13/2013

Final Exam: Three cases – Aqualisa Quartz, Rohm & Haas (A), & Eastman Kodak Company cases
Format: Questions on the assigned cases, in class, closed book individual exam, 6:00PM – 8:30PM
You are allowed to bring unmarked paper copies of your exam cases and a calculator.

End of Session 13

STUDENT EVALUATION

Each student will be evaluated on the following basis:

1. Class Participation 20%
2. Group Case Presentation 20%
3. Written Midterm Exam 30%
4. Written Final Exam 30%

Class Sessions

Unexcused absence from a class will result in substantial reduction in points for class participation. Rather than merely rehashing concepts developed in the text, class sessions will be devoted to probing, extending and applying the text material. It shall be assumed that students have read the text assignments, cases or other materials as indicated in the syllabus before coming to the class and that students are prepared to discuss any issues raised in the handouts.

Several classes will be taught using the CASE METHOD. Although not required, you may consider writing short reports for a few cases scheduled for class discussion during the semester. If you decide to do that and submit your short written analysis before the class discussion, I will use it to positively influence your class participation grade. Each of you is also expected to contribute to class discussion. To a large extent, learning from the case method is related to your willingness to expose your viewpoint to the critical judgment of your classmates. A note on the case method of learning is available on the course website at Sakai. This note is for those who are unfamiliar with the use of the case method, and for those who could use a little guidance in getting re-acquainted with it.

Do not expect to do well in this course by simply coming to class, taking notes, and synthesizing, recalling, or reproducing these notes for my evaluation. To do well, you must learn from active participation in class discussions. In evaluating class participation, I use several criteria such as:

… Does the comment accurately reflect case facts without just repeating them?
… Does the comment add to our understanding of the problem situation or is it a frivolous attempt to get “air time” that day? (i.e., you have only one thing to say, and want to say it no matter how irrelevant it is to the on-going discussion).

… Is the comment timely and linked to the comments of others?
… Is the comment action-oriented, or simply a descriptive statement?
… Does the comment move the discussion along by giving a new perspective?
… Does the comment reflect a concern for maintaining a constructive and comfortable classroom atmosphere?
… Is the comment clear and concise, or obscure and rambling?

Clearly, I emphasize quality of participation a lot more than quantity. It is entirely possible that you can participate a lot and receive a low grade for class participation.

**Midterm and Final Written Examination**

Both are required examinations –

Exam-1: Hurricane Island Outward Bound School case. Mon, March 18, 6:00 PM – 8:30 PM
Exam-2: Three cases: AQ, R&H, and EKC. Mon, May 13, 6:00 PM – 8:30 PM

The exam cases are available in the course-pack. You are expected to read and analyze exam case(s) before the due date of the exam. The exam will entail answering several short questions on the assigned case(s). In order to prepare for the exam, use United States Instrument Rental, USIR, case --- first read, think, and analyze it and then try to answer the questions given in the Sample Exam paper before the class session in which we are scheduled to discuss this case. The answers to the sample exam questions will emerge during our case discussion.

Exam Format: Questions on the assigned case(s), in class, closed book individual exam. You are allowed to bring a paper copy of your exam case(s) and a calculator. Please do not consult anyone else or any other resources, such as, books, Internet, or any other additional notes during the exam.

Exams will not be rescheduled. Your failure to take an exam on the scheduled date will result in F grade.

**Team Case Presentation**

This team assignment entails analyzing a marketing case situation and presenting your analysis and conclusions in a **30 minutes presentation in class followed by 10 minutes of feedback by another group in the class and then 15 minutes of question and answer session.** The times may be adjusted depending on the number of students and groups in the class. Please pick one of the three cases given in the syllabus after the midterm exam (Aqualisa Quartz, Rohm & has (A), or Eastman Kodak Company). All the cases are available in the Course-pack. The team presentations will be held after the midterm exam and during the class sessions in which the cases are assigned. I will use “first-come-first-get” basis to assign a case. **All team members** must participate in delivering the case presentation. You are required to submit a soft copy of the PowerPoint slides that you will use for the presentation on the day of the
presentation. You may also turn in any back up materials to supplement your case analysis and presentation. There is no written report required for this assignment.

Confidential Peer Evaluation forms:

20% of your grade is based on the team work. You will have an opportunity to provide me with feedback on your group’s operation. A Confidential Peer Evaluation form about contribution of each member is required to be filled in by each group member. A copy of this form is attached at the end of the syllabus. Please turn in the completed form at the time of your Team Case Presentation giving distribution of points for each of the two assignments.

I will assign individual grades taking this feedback into consideration.

Other Administrative Comments

1. If at any point during the course, you have any questions or concerns regarding any aspect of the course, please do not hesitate to contact me in person or by phone. If scheduled office hours are inconvenient to you, contact me after the class to arrange an alternative appointment.

2. Use name cards regularly in class throughout the term and take the same seat in every class. Being absent from class without prior intimation will result in substantial reduction in points for class participation.

3. You are expected to be academically honest in this course. You are encouraged to become familiar with the University's Policy of Academic Dishonesty found in the Official Student Handbook. You are required not to cheat, fabricate or plagiarize on the written case analyses or team presentations. If you are in doubt about these requirements, please consult me before you complete the written or oral assignments.
**Confidential Peer Evaluation Form**
Due on the day of Team Case Presentation

Please complete and submit this form along with your report. This information will be treated as confidential. Please divide 100 points among your group members *excluding yourself*. Please assign some number of points (0-100 & no negative points) to each member of your group based on your overall evaluation of her/his contribution in preparation of the report and getting the team ready for participating in simulation.

**Your Name:** ________________________________

**Case Title:** ____________________________________________

The allocation of points given below represents **OVERALL CONTRIBUTION** made by various members of my group *EXCLUDING MYSELF*:

<table>
<thead>
<tr>
<th>Name of the Team members</th>
<th>Number of Points</th>
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**Total: 100**

**COMMENTS:**
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