

THE UNIVERSITY OF TEXAS AT DALLAS
SCHOOL OF MANAGEMENT
EMBA PROGRAM

MKT 6301
Introduction to Marketing
Fall 2007

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Course Description

This course will introduce the participants to the basic function of Marketing in the modern firm. You will learn that marketing consists of several functions and what these functions are. You will also learn what sort of decisions managers must make relating to these functions. The fundamental theme in this course is that the manager makes these decisions with a constant focus on the customer. What exactly does this focus mean from conceptual and practical points of view? The course will elaborate on this through a series of cases that form the basis of class preparation and discussion.

This course will be team taught by Ram Rao and Nanda Kumar. At this time, we are scheduling Professor Kumar to lead the November 2 session, and Professor Rao will lead the remaining sessions. The primary method of instruction is through cases. These cases represent real-life situations and call for participants to understand the essential marketing functions in each *and* make decisions relating to the functions. Analysis precedes action but emphasis is equally on analysis and making decisions. Following the class discussion of each case, we will generalize the conceptual basis for the marketing functions and decisions that are central to a particular case.

In addition to cases, we may have in-class exercises to further fine-tune analytical skills and meet the challenges of making decisions. Although no previous experience or skill is required, it is assumed that participants can read basic accounting statements and have some familiarity with the use of spreadsheet calculations.

Each class session lasts 3 hours and 45 minutes. This is divided into two parts. The first part will last 100 minutes, usually a case discussion, followed by a break of 15 minutes, and a second part, a lecture, of 110 minutes possibly including an in-class activity

All participants, working in groups, formally provide a written analysis of one of the cases in the first half (denoted by *). Participants have another opportunity to write a second report on a case from the second half (denoted by **).

Assignments and Grading

Each student is responsible for coming to class prepared to discuss the case. I will assign discussion questions to facilitate the preparation effort. (Case reports should NOT consist of just answering these questions. The reports should follow the case report guidelines). Preparation will enable the student to fully participate in class discussion. Class

discussion will be graded and count for class preparation. Class preparation will be graded as GOOD (4), SATISFACTORY (3), UNSATISFACTORY (2), MERELY PRESENT (1) AND ABSENT (0). These will be averaged over the best 8 out of 9 case sessions. Each group must turn in two case reports, as discussed earlier. Both reports will be graded on a 100-point scale. In-class activity, if any, will be graded on the same scale as class discussion and count towards 10% of participation. Finally, in the last session there will be an examination (multiple choice test and short essay) to assess the extent to which each participant has grasped the concepts in the course. All students must take the examination. I will have practice quizzes available on WebCT, which you are strongly encouraged to keep up with. These will not be graded. The grade in the course will be determined as follows:

Activity	Weight
Participation	25
Case 1	20
Case 2	30
Final Exam	25
TOTAL	100

To get a passing grade in the course you must obtain at least 70% on the final examination. For those that get 70% or more on the final examination the course grade will be determined by a curve. The proportion of A's will not exceed 35%, but may be lower. I expect the proportion of C's to be in the range 0-15%. Obviously, totally unsatisfactory work will result in a grade of F.

Each group will have the opportunity to choose the case they wish to write a report on. On the first day of classes I will determine, based on the number of groups, how many groups will work on a single case. Each group must choose a case from four available cases in the first half and a *corresponding* case from the second half. Choosing entails bidding on the chosen combination of cases. You have 100 points to allocate among the four options. Highest bidders get each of the cases. Depending on the number of groups for each case, more than one group will get a case. These bids must be turned at the beginning of session 1.

Course Materials

The textbook for the course is:

Marketing Management, by Russell S. Winer, latest edition, Pearson Prentice Hall, Upper Saddle, NJ.

In addition, the EMBA office will provide you with the cases. You will also get electronic copies of the syllabus, case assignments, and power-point notes as applicable.

Use of the World-Wide Web

Depending on our ability to get there, we will try to use WebCT platform to web enable the course.

Office

My office is located in the SOM Building 3.701. You may contact me at:

Telephone: 972-883-2580
E-mail: rrao@utdallas.edu
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COURSE SCHEDULE

Session #	Date	Topic	Preparation	Assignment
1	9/7 PM	The Problem of Marketing Introduction and Consumer Behavior	Chapters 1 and 4 including supplements	BARCO
2	9/8 PM	Responding to Competition Consumer Behavior and Research Segmentation and Other Strategies	Chapter 3 (pp. 61- 70) Chapter 2	SEALED AIR*
3	9/22 PM	Targeting and Positioning Branding and Positioning	Chapter 7	THE NEW BEETLE*
4	10/5 PM	The GO/NO GO Decision New Product Management	Chapter 8 including supplements	NESTLE*
5	10/6 PM	Competition and New Products Competitor Analysis	Chapter 6 including supplements	OMNITEL*
6	10/20 PM	Arresting Decline Communications	Chapter 9	CALLOWAY GOLF**
7	11/2 PM	Distribution Decisions Channel Management	Chapters 10, 11	GOODYEAR**
8	11/3 PM	Global Marketing Pricing	Chapter 12	CITIBANK**
9	11/17 PM	Database Marketing Customer Relationship Management	Chapter 14	FREEPORT STUDIO**
10	11/30 AM	FINAL EXAM Sales Promotion	Chapter 13	COMPREHENSIVE

Chapters refer to the textbook.