Marketing Management
MKTG 4753
Spring 2011

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Office Hours: 11:00am-2:00pm and 3:30pm-5:30pm on Mondays
12 noon-2:00pm on Tuesdays
11:00am-2:00pm on Wednesdays
and by appointment

REQUIRED MATERIALS: Readings Packet (available on WebCT)

COURSE OBJECTIVES: The basic objectives of this course are to (1) increase students' awareness of, appreciation for, and insight into decision making in marketing management; (2) enhance students' abilities to cope with problems faced by marketing managers; (3) sharpen students' analytical skills; (4) afford students opportunity to read and synthesize literature pertaining to marketing management; and (5) enhance students' oral communication skills.

General Learning Goals:

- **Competency in speaking on marketing-related issues.** Students will practice their oral communication skills via class participation during each class period. The information that students offer must be made in a professional manner.

- **Problem solving and decision-making abilities through critical analysis, evaluation, and interpretation of business information.** Students will demonstrate problem-solving and decision-making ability as they identify key issues in each assigned reading, assess the strengths and weaknesses of each reading, and suggest how marketers can make use of each reading.

These general learning goals are among those established by the Dillard College of Business Administration. General learning goals represent the skills that graduates will carry with them into their careers. While assessing student performance in obtaining these general learning goals, the Dillard College is assessing its programs. The assessments will assist us as we improve our curriculum and curriculum delivery.

Course Specific Learning Goals: After completing this course, students should:

- Be familiar with the range of decisions implicit in marketing management and planning and able to develop skills in using a variety of analytical frameworks for making such decisions
- Be able to develop an understanding of how markets contrast in terms of their “enduring characteristics,” and their stage of development and how the nature of competition in such markets is affected
- Be able to develop skills in using a variety of marketing management tools, ranging from product portfolio strategy to competitive strategy
- Have the skills in organizing for effective strategic marketing and in implementing the market planning process
- Be able to communicate effectively with marketing terminology
COURSE FORMAT: Class meetings will involve in-depth class discussion of assigned readings from the marketing management literature about contemporary issues facing marketing managers. For maximum learning in this course, a detailed analysis of assigned readings and thoughtful and active participation during class discussion are necessary. Consequently, thorough preparation for and regular attendance and active participation in all class meetings are expected.

Occasionally, in lieu of class participation, a class session may be devoted solely to administration of an in-class essay quiz that addresses all three assigned articles. If so, students will be required to (a) record in detail what each of the three articles proposes and (b) indicate the pros and cons of each article relative to marketing and/or sales managers.

GRADING: Students’ grades will be based chiefly on their individual in-class performance, the nature of which is described below.

INDIVIDUAL PERFORMANCE: Individual performance will be assessed on each student’s participation during discussion of assigned readings. During class meetings in which assigned readings are to be discussed, the instructor will select students at random to answer questions that pertain to one of the assigned readings. Alternatively, the instructor may ask a student to present the article to the class. The above process will be repeated until all assigned readings for the class meeting have been discussed. All students are expected to be prepared to answer questions posed by the instructor and participate actively in class discussion that focuses on all of the assigned readings. Those not prepared to participate when asked to do so will receive a grade of “0” (zero) for that class meeting.

A student’s final grade will be based on the following weighting scheme:

- Assigned Readings Class Participation: 90%
- Miscellaneous (e.g., improvement in class participation, professionalism): 10%

NOTE: IN ORDER TO MAINTAIN FAIRNESS, THE FOLLOWING GUIDELINES WILL BE FOLLOWED: (1) STUDENTS ABSENT DURING A CLASS PARTICIPATION CLASS SESSION WILL TAKE AN ESSAY EXAM THAT ADDRESSES THE ASSIGNED READINGS FOR THAT CLASS SESSION OR ELSE WILL RECEIVE A “0”; (2) A STUDENT’S FINAL GRADE WILL BE REDUCED BY 10 PERCENT FOR EACH ABSENCE FROM CLASS; AND (3) NO EXTRA CREDIT WILL BE ALLOWED. ALL MAKE-UP EXAMS MUST BE COMPLETED BY FRIDAY, MAY 6, 2011, BY 5 PM. NO MAKE-UP EXAMS WILL BE ALLOWED AFTER THAT DATE.

NOTE ABOUT IN-CLASS BEHAVIOR: (1) Any kind of electronic interactive device must be disengaged during class. Failure to do so will result in your removal from the class roll. (2) Late arrival will not be tolerated. You would not be late for a meeting with your boss—well, I am your boss in this course, and we have bi-weekly meetings. (3) You are preparing yourself to become a professional, so act in a professional manner inside and outside of class with your peer students and me. (4) You are to be attentive and focused during class lectures, just as you would be with your boss. Therefore, sleeping in class, reading the newspaper, talking with your neighbor, or engaging in any other kind of disruptive activity is unacceptable and will be sanctioned accordingly.
## COURSE OUTLINE

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<tr>
<th>CLASS SESSION</th>
<th>TOPIC</th>
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<td>Mon., Jan. 24</td>
<td>Orientation/Overview of Marketing Management</td>
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<td>Mon., Jan. 31</td>
<td>General Marketing Management</td>
<td>Articles</td>
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<tr>
<td>Mon., Feb. 7</td>
<td>Customer Orientation</td>
<td>Articles</td>
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<td>Mon., Feb. 14</td>
<td>Products</td>
<td>Articles</td>
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<td>Mon., Feb. 21</td>
<td>Channels of Distribution</td>
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<td>Mon., Feb. 28</td>
<td>Pricing and Promotion</td>
<td>Articles</td>
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<tr>
<td>Mon., Mar. 7</td>
<td>Sales Management</td>
<td>Articles</td>
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<tr>
<td>Mon., Mar. 14</td>
<td>Spring Break—NO CLASS</td>
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<tr>
<td>Mon., Mar. 21</td>
<td>Relationship Marketing/Selling</td>
<td>Articles</td>
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<td>Mon., Mar. 28</td>
<td>Competitive Strategy</td>
<td>Articles</td>
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<td>Mon., Apr. 4</td>
<td>Marketing Productivity</td>
<td>Articles</td>
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<td>Mon., Apr. 11</td>
<td>Ethics</td>
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<td>Mon., Apr. 18</td>
<td>Organizational Leadership</td>
<td>Articles</td>
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<td>Mon., Apr. 25</td>
<td>To Be Announced</td>
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READING ASSIGNMENTS

1. General Marketing Management

“The Major Tasks of Marketing Management”

“Market Orientation: Antecedents and Consequences”

“Breaking Compromises, Breakaway Growth”

2. Customer Orientation

“Why Satisfied Customers Defect”

“Zero Defections: Quality Comes to Services”

“The Profitable Art of Service Recovery”

3. Products

“Diagnosing the Product Portfolio”

“Corporate Imagination and Expeditionary Marketing”

“Extend Profits, Not Product Lines”

4. Channels of Distribution

“Effects of Supplier Market Orientation on Distributor Market Orientation and the Channel Relationship: The Distributor Perspective”

“The Power of Trust in Manufacturer-Retailer Relationships”

“Determinants of Distribution Intensity”

5. Pricing/Promotion

“Transmitting Signals to Consumers for Competitive Advantage”

“Marketing Intangible Products and Product Intangibles”

“Framing Effects of Coupon Face Value on Coupon Redemption: A Literature Review and Propositions”

6. Sales Management

“Transforming the Sales Force with Leadership”

“Salesperson Failure”

"Perceptions of Internal and External Equity as Predictors of Outside Salespeople's Job Satisfaction”
7. Relationship Marketing/Selling
“The Development of Buyer-Seller Relationships in Industrial Markets”
“What Marketers Can Learn from the Tin Man”
“Broadening the Scope of Relationship Selling”

8. Competitive Strategy
“Generating Marketing Strategy Priorities Based on Relative Competitive Position”
“A Margin-Return Model for Strategic Market Planning”
“Customer Intimacy and Other Value Disciplines”

9. Marketing Productivity
“Improving Marketing Productivity: The 80/20 Principle Revisited”
"Increasing Sales Productivity by Getting Salespeople to Work Smarter”
“Linking Market Share Strategies to Salesforce Objectives, Activities, and Compensation Policies”

10. Ethics
Ethics and Personal Selling: Death of a Salesman As an Ethical Primer”
"Trust Earning Perceptions of Sellers and Buyers”
“Global Ethics: Wrestling with the Corporate Conscience”

11. Organizational Leadership
“7 Transformations of Leadership”
“Harnessing the Science of Persuasion”
“What Makes a Leader?”