MARKETING TECHNIQUES
BU 5700. Winter 2011 Online
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Required Text:
Principles of Marketing, By Philip Kotler, Gary Armstrong, 13th Edition
You can purchase the text at this website:

Once you purchase the text, please follow these instructions to enroll in the course. You need to enroll into the specific section set up for us this term so simply purchasing the text is only step 1. Step two is to enroll into our specific section so you will see all of our discussions and content. Both steps are very simple but please pay attention to how to access the course. Hit the “enroll” button in the small border on the Prentice Hall site to make sure you access the course and not just the book.

We will be using an electronic textbook for this course (e-book) that can be downloaded directly from the site listed below. You can access the textbook via these instructions:
To access your course, log in here:
http://pegasus2.pearsoned.com/Pegasus_frmlogin.aspx
Course Name: Plymouth State MBA-AUA Marketing
Course ID Number: CRSCDKQ-1011367
(save this course information for your records)
Text book Title: Kotler/Armstrong, Principles of Marketing 13e
Please contact Pearson Prentice-Hall Educational support if you have any questions.
http://247.support.pearsoned.com/


Course Description:
Marketing Techniques is designed as an advanced course in marketing decision making. It incorporates the fundamental concepts, functions, and strategies of marketing into a managerial frame of reference. The course will also focus on marketing applications in your particular firm or profession. Practical application of the course concepts will be made through marketing assessments and plans developed by the student. Students will be expected to read the assigned textbook content and then relate the various topics, theories, and observations to weekly discussion topics as well as the written projects of the course.

A brand management software simulation (PharmaSim) will be used in order to provide an opportunity to apply the concepts in the course to a realistic situation. Students will work in teams, make group decisions and compete against the other teams in the class.

Course Objectives:

1. To present a clear picture of the total marketing system in the U.S.; to develop a basic understanding of marketing management in the firm and how marketing relates to your personal and professional life.

2. To experience the typical decisions required of a brand manager through the use of an on-line web based simulation.

3. To develop analytic abilities in problem detection, research, and decision making through practical implementation of a Marketing assessment and creation of a Marketing plan. Case presentations and individual projects will be emphasized.

4. To acquaint students with important past and current periodical literature in the field of marketing, marketing research and marketing management. Computer access to the internet for research on e-commerce is essential to this task. The student will have the option of using Marketing Plan Pro or similar software to develop a marketing plan.

5. To expose students to the reality and significance of marketing decisions in the modern enterprise through developing a marketing plan for an actual company. Concentration on integrating marketing in the students’ profession is often appropriate and will be included in the class work.

Online Pedagogy & Discussions:

This online version of Marketing Techniques will follow established best practices for online education based on the results of national research. In particular, it will foster (and demand) rich and meaningful student-to-student interaction via weekly discussion threads. Students may be assigned to small groups, and some of the assignments will be group assignments. The instructor will monitor all interaction and pose probing questions when appropriate.
This course is based on collaborative learning, NOT competition. As students interact with one another, it is expected that they will treat each other with respect and dignity. Respectful disagreement is not only allowed but encouraged, as long as the ideas are the focus of the debate and not the person presenting the ideas. The course room should be regarded by all as a safe place to explore ideas.

The centerpiece of the course experience is the course's Moodle learning portal site. Students will gain information on expectations and assignments, engage in student-to-student and student-to-instructor interaction, access grades, and post or submit assignments using the site. The ITS Help Desk should be called if students are experiencing technical problems with Moodle (603-535-2929). Please note that Plymouth State University has no ability to support your personal internet connectivity. Please contact your telecommunications service provider for internet issues. Adequate and reliable internet is a requirement for an online course.

**Evaluation:**

Case Studies, Weekly Discussions, general course engagement 40%
PharmaSim Simulation participation & write up 30%
Marketing Assessment & Plan (Final Project) 30%

**Textbook Table of Contents**

Part 1–Defining Marketing and the Marketing Process

1. Marketing: Creating and Capturing Customer Value
2. Company and Marketing Strategy: Partnering to Build Customer Relationships

Part 2–Understanding the Marketplace and Consumers

3. The Marketing Environment
4. Managing Marketing Information to Gain Customer Insights
5. Consumer Markets and Consumer Buyer Behavior
6. Business Markets and Business Buyer Behavior

Part 3–Designing a Customer-Driven Marketing Strategy and Marketing Mix

7. Customer-Driven Marketing Strategy: Creating Value for Target Customers
8. Product, Services, and Brands: Building Customer Value
9. New-Product Development and Life-Cycle Strategies
10. Pricing: Understanding and Capturing Customer Value
11. Pricing Strategies
12. Marketing Channels: Delivering Customer Value
13. Retailing and Wholesaling
15. Advertising and Public Relations
16. Personal Selling and Sales Promotion
17. Direct and Online Marketing: Building Direct Customer Relationships

Part 4–Extending Marketing
18. Creating Competitive Advantage
19. The Global Marketplace
20. Marketing Ethics and Social Responsibility

APPENDIXES
1. Marketing Plan
2. Marketing by the Numbers
3. Careers in Marketing
Glossary, Company Index, Subject Index

Marketing Assessment & Marketing Plan:

Each student will be required to do a marketing assessment of his/her current employer (if not employed select a company with instructor approval). This project will require the student to interview his/her employer’s chief marketing officer in depth (interview questions will be provided in class), do a SWOT analysis and make recommendations based on the student’s findings and personal knowledge of the organization.

Treat this assignment as a consulting engagement and write recommendations with the intent of providing a copy of the report to the person interviewed. Each student will be expected to prepare a marketing plan for a company however it cannot be the employer of any current student. The biggest difference between the marketing assessment and the marketing plan are your recommendations. In the marketing assessment, you stopped short of telling me what the company should do going forward. In the marketing plan you will have the chance to take a risk, share your ideas as to what the company should do going forward and why.

Selected companies must be unique among all class members. A written marketing plan will be completed near the end of the term. The marketing plan must follow the template provided by the instructor.

Key questions influencing company choice:
• Is there adequate depth in terms of marketing management? Don’t lose sight of the project’s goal – to illustrate marketing concepts and strategies from the text and lectures. Are there several specific concepts that can be clearly presented? Are there examples of management’s adaptation of the 4Ps to changes in the marketing environment?
• Can you access adequate information? The most common problem in this project is access to complete and accurate information. Both company contacts and external articles are important. Be sure the company is willing to provide the support material needed. Often the offer of “feedback” from the class presentation is pivotal in these efforts.
• Is the subject company evocative, inherently interesting, engaging, and challenging to you so as to provide a meaningful learning experience? Avoid the temptation to remain in the comfort zone of your own industry and experience.
• Does the company case represent an opportunity to apply the class material within the marketing plan?

You may choose to use the template for the marketing plan will provide the basic structure, but students are encouraged to get creative and add spice to this basic structure. Graphs, visuals, samples, ads, photos of the company’s product(s), etc. should be integrated as they tend to “breathe life” into the plan.

The plan should include your own personal views, assessments and recommendations based on your research. Do not merely report and document what the company is doing. Propose what the company should be doing (or should not be doing) in addition to or instead of current marketing activities.

The marketing plan is due at the end of the term.

**PharmaSim Simulation:**

Students will participate in the PharmaSim simulation as a member of a “brand management team”. The simulation creates a competitive environment among the teams in the over the counter pharmaceutical market. Students will be required to make the typical kinds of marketing decisions required of a brand manager and experience the results in the market place of those decisions.

This learning experience should produce a realistic application of the course material. Evaluations of this portion of the course will depend on the quality of the strategic and tactical decisions made by the team and relative placement in the competitive environment at the end of the simulation. Each student will also complete a brief write up regarding your strategy during the simulation. This is why it is important to keep a journal of your changes during the simulation so you can see what worked and what did not. This should be approximately five pages in length with as much detail as possible..