COURSE: MBA843 Marketing Management Strategy

PREREQUISITES: Students must have met the prerequisites to remain in class.


TIME: Mondays and Wednesdays, 9:00 AM to 10:15 AM.

CONTACT INFO: CT401, 888-2608, snyder@canisius.edu

OFFICE HOURS: M & W, 10:30 AM to 12:00 PM and by appointment.

LECTURER: Dr. Snyder has served as a Training Consultant for companies and government agencies, including Blue Cross / Blue Shield (insurance) and the United States Housing and Urban Development branch in western New York. He has also taught courses in Angers, France; Mutare, Zimbabwe; Mexico City, Mexico; Hanoi and Hochiminh City, Vietnam; and London, England. During the fall of 2006 he served as a Visiting Professor for the University of Virginia as part of their Semester at Sea program. Dr. Snyder currently serves as a Dissertation Supervisor students pursuing their MA in International Trade and Finance with Leeds Metropolitan University and the Academy of Finance in Ha Noi and HoChiMinh City and as a Visiting Professor with the University of Gloucester’s MBA program in Vietnam.

OBJECTIVES OF THE COURSE:

This course is designed to give students a practical knowledge of the field of marketing. This includes learning about the various types of markets and how to: gather information and scan the environment, conduct market research, analyze consumer markets, identify market segments and targets, build strong brands, shape the market offerings, deliver value, communicate value, and create successful long-term growth.

Students will strengthen their analytical skills through case analysis. They will also improve their communication skills (both oral and written) through their application assignment write-ups during the semester and their group presentations.
at the end of the semester. Marketing managers in the 21\textsuperscript{st} century need to know how to make ethical decisions as they operate in both global and domestic environments where there is growing diversity in both the labor force and customers upon which they call.

**COLLEGE, PROGRAM AND MAJOR LEARNING GOALS:**

This course is designed to help students achieve one or more College Core, Business Program and/or Major level learning goals and objectives. You can see the specific College, Program or Major level learning goals and objectives associated with the course from this page on the College website: [http://bit.ly/bcoreLG](http://bit.ly/bcoreLG)

In particular: MBA Program Learning Goal 1: MBA graduates will understand global operations, management and marketing concepts.

Students can explain how value is created and managed through the product lifecycle, using marketing strategy and supply chain management in dynamic environments.

Additional Course Learning Goals and Objectives Include:

Students will demonstrate knowledge of the role of price, product, promotion and distribution play in the success of the organization.

Students will demonstrate knowledge of how to identify market segments and target markets.

Students will demonstrate knowledge of how to determine the price for products and/or services.

Students will demonstrate knowledge of how to communicate value.

**CLASS SCHEDULE:**

**Week One:** January 18

Martin Luther King Day
Defining Markets for the 21\textsuperscript{st} Century – Ch.1

**Week Two:** January 25

Developing Marketing Strategies and Plans – Ch. 2
Week Three: February 1

Gathering Information and Forecasting Demand – Ch. 3
Conducting Marketing Research – Ch. 4

Week Four: February 8

Analyzing Consumer Markets – Ch. 6

Week Five: February 15

Presidents Day
Identifying Market Targets and Segments – Ch. 8

Week Six: February 22

Setting Product Strategy – Ch. 12

Week Seven: February 29

Introducing New Market Offerings – Ch. 20

Week Eight: March 7

Midterm Exam
Creating Brand Equity – Ch. 9

Week Nine: March 14

Crafting the Brand Position – Ch. 10
Developing the Pricing Strategies and Programs – Ch. 14

Week Ten: March 21

Designing and Managing Integrated Marketing Communications – Ch. 17

Week Eleven: March 28

EASTER BREAK

Week Twelve: April 4

Designing and Managing Integrated Marketing Communications – Ch. 17
Week Thirteen: April 11
Managing Mass Communications – Ch. 18

Week Fourteen: April 18
Managing Personal Communications – Ch. 19

Week Fifteen: April 25
Managing Retailing, Wholesaling and Logistics

Week Sixteen: May 2
Presentations

Week Seventeen: May 9
Final Exam Week

The instructor reserves the right to change the course schedule throughout the semester. Changes to the schedule will be announced in class or via email.

COURSE REQUIREMENTS:

Students are required to complete all assignments on time and take all exams when scheduled.

ACADEMIC INTEGRITY:

Students are expected to know and understand college policies with regard to Academic Integrity Code. Violations of academic integrity will be processed fully. Please note that you are responsible for reporting any instances where other students have violated these policies. Failure to do so will result in penalties as well. If you have any questions about this policy, please see the instructor.
GRADING FRAMEWORK:

Grades will be based on two exams, five application assignments, one group presentation, and class participation. Student interaction and involvement will be an important component of class participation. More than three absences (excused or unexcused) will result in the drop of one full letter grade. The exams will be divided between multiple choice and short answer / essay questions.

Exams (2 X 30 %): 600 points
Applications Write-ups (5 X 3%): 150 points
Group Presentation: 150 points
Class Participation: 100 points

ATTENDANCE POLICY:

Three unexcused absences will result in the lowering of your grade by one notch (eg. A to A- or B+ to B) Five unexcused absences will result in the lowering of your grade by one full grade (eg. A to B+ or B+ to B-)

STUDENTS WITH DISABILITIES:

If you have any condition, such as a physical or mental disability, which will make it difficult for you to carry out the work as I have outlined it or which will require extra time on examinations, please notify me in the first two weeks of the course so that we may make appropriate arrangements. Thank you! Please see both: http://www.canisius.edu/griff-center/ and http://www.canisius.edu/dss/

HOW COURSE IS ADMINISTERED (TEACHING METHOD):

Lecture: The professor will lecture and use a Power Point slide presentation to reinforce his lectures.

Application Assignments: Five application assignments will be assigned. Each application assignment will reinforce several chapters of the textbook. For example, when we cover the advertising material you will be required to find examples of print ads that are attention getting ads, patriotic ads, and subliminal ads. You will need to determine the target market for each ad based on the product and magazine in which it is placed. You will then state why you believe or do not believe that the advertisement will be successful in getting the target market to buy the product.
Class Discussion: Students are expected to read each minicase the night before each class. In class, students will prepare answers in small groups of three to four students. Each small group will then share their answers with the entire class.

DVD’s: DVDs will be shown to reinforce the content of each chapter.

Guest Speakers: Several guest speakers who have careers in marketing will be invited to give presentations about their company and their responsibilities within that company. It is expected that students will read up on each guest’s company prior to that particular speaker’s presentation.