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 21st 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.

**CLASS SCHEDULE:**

Week One: January 13
Defining Markets for the 21st Century – Ch. 1

Week Two: January 20
Martin Luther King Day
Developing Marketing Strategies and Plans – Ch. 2

Week Three: January 27
Gathering Information and Forecasting Demand – Ch. 3
Conducting Marketing Research – Ch. 4

Week Four: February 3
Analyzing Consumer Markets – Ch. 6

Week Five: February 10
Identifying Market Targets and Segments – Ch. 8

Week Six: February 17
Presidents’ Day
Setting Product Strategy – Ch. 12

Week Seven: February 24
Introducing New Market Offerings – Ch. 20

Week Eight: March 3
Midterm Exam
Creating Brand Equity – Ch. 9
Week Nine: March 10
Crafting the Brand Position – Ch. 10
Developing the Pricing Strategies and Programs – Ch. 14

Week Ten: March 17
EASTER BREAK

Week Eleven: March 24
Designing and Managing Integrated Marketing Communications – Ch. 17

Week Twelve: March 31
Designing and Managing Integrated Marketing Communications – Ch. 17

Week Thirteen: April 7
Managing Mass Communications – Ch. 18

Week Fourteen: April 14
Managing Personal Communications – Ch. 19

Week Fifteen: April 21
Managing Retailing, Wholesaling and Logistics

Week Sixteen: April 28
Presentations

Week Seventeen: May 5
Final Exam Week
CRITERIA FOR EVALUATION:

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

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.