

**EMBA Class 11**  
**Marketing Administration**  
Winter/Spring 2013

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**Office Hours: By appointment**



## Course Description:

This course is designed to introduce you to the basic concepts of marketing management. No prior background in marketing is assumed. The key focus is on identifying the marketing problems and decisions faced by organizations and to illustrate the application of marketing concepts to managerial decision making.

A combination of lectures, class discussion, computer simulation, and cases will be used to facilitate understanding and integration of the material. The assigned textbook and articles provide valuable information for the case analysis, and the chapters indicated for a class session should be studied **before** you undertake an analysis of any accompanying case. Responsibility for learning rests primarily with the student, both in terms of advance preparation for case discussion and in learning the oral exposition and resolution of the case in class. Lectures from the instructor are purposely kept to a minimum to encourage student-centered discovery, exploration and reflection. Attendance, thorough preparation and active student participation in class discussion is therefore central to success in the course. Student performance is evaluated on an each session basis throughout the term.

## Course Materials:

Text:

Kotler, Philip & Keller, Kevin Lane, [A Framework for Marketing Management](#).  
Ries, Al & Trout, Jack, [The 22 Immutable Laws of Marketing](#), Harper Business  
Markstrat Online by StratX

Articles:

1. Note on Marketing Arithmetic and Related Marketing terms (574-082)
2. Target Market Selection and Product Positioning (501018)
3. Your Brand's Best Strategy (97311)
4. Marketing Breakthrough Products (F99606)
5. Why the Highest Price Isn't the Best Price (SMR341-PDF-ENG)
6. Even Commodities Have Customers (R0705G-PDF-ENG)
7. How Media Choices are Changing Online Marketing (9-707-458)

Cases:

1. Eastman Kodak Company: Funtime Film (9-594-111)
2. Nestle Refrigerated Foods: Contadina Pasta & Pizza (A) (# 9-595-035)
3. Cumberland Metal Industries (9-580-104)
4. Insulation Coating for Oil-Chemical Storage Tanks, A & B (UV1413-PDF-ENG and UV1414-PDF-ENG)
5. Air France Internet Marketing (KEL390 and KEL321-XLS-ENG)

## Grading:

Your grade will be determined by:

	<u>Weighting</u>
Final Exam	25%
One one-page written case brief (Individual)	10%
One-page written and presented R&T summary (Individual)	10%
MarkStrat Simulation	30%
Class Participation	15%
Peer Evaluation	10%

**HBS Individual Student Case Brief– One Page:** Each student individually will select one of the HBS cases in the course to provide a clear, concise, individual written discussion. The paper should be submitted at the beginning of the class session assigned for that case.

- Each student will submit 1 one page case brief (12-point font, single space)
- One suggestion for structure would be to include the following: *Overview of Key Issues* and *Conclusions/Recommendations* with brief support.

**One Page Written and Presented R&T Summary:** Students will select one of the 12 assigned R&T laws for discussion. The assignment will include a one page individually written paper.

- Each student will lead a discussion on the assigned R&T law.
- Each student will submit a one page write-up of the law they are assigned, briefly paraphrasing it and then providing 1 new example of where it holds true and 1 example of where it does not. **These examples should be easily understood and not terribly obscure.**

**MarkStrat Simulation:** Each team will engage in a marketing simulation exercise. Students will be graded on their end of semester standing (20% weighting) and the quality and insightfulness of their post-mortem presentation (80% weighting).

**Class Participation:** Students will be graded on their participation and involvement in the class. As such, they are expected to track class discussion and engage each other. While teams have the opportunity to present their analysis of the cases, other students are required to challenge their assumptions and analysis, and offer alternate conclusions or recommendations.

## Summary of Class Schedule

Day	Date	Topic	Reading	Case
Th	1/24/13	Course Introduction Introduction to Marketing	MarkStrat Ch. 1 - 4 KK Ch. 1, 2 Article 1	
M	1/28/13	Consumer Analysis and Segmentation	KK Ch. 5, 7 Article 2 R&T 1 & 3	
Th	1/31/13	Branding	KK 3, 8, 9 Article 3 R&T 2 & 10	C1
M	2/4/13	Market Information for New Product Development Product and Brand Decisions	KK 10, 11 Article 4 R&T 12 & 19	C2
Th	2/7/13	Pricing Strategy Channels of Distribution Decisions	KK 12, 13 Article 5 R&T 8 & 9	C3
M	2/11/13	Marketing Communications/Advertising/IMC	KK 15, 16, 17 R&T 4 & 5	C4
Th	2/14/13	B2B	KK 4, 6 Article 6 R&T 18 & 22	
M	2/18/13	Internet Marketing	KK 18 Article 7	C5
Th	2/21/13	Legal Issues in Marketing and MarkStrat Review	Blair Handout	
M	2/25/13	Post Mortem MarkStrat Presentations		

### **Administrative Matters:**

1. Please turn off cell phones and do not use laptops or pads for any activity other than classroom activity (e.g., notes).
2. If you are not prepared for class, please let me know at the beginning of the class.
3. This is your course. We will work together to insure it is a valuable accomplishment. Please be assertive in ensuring that you are getting the most out of it.
4. Academic Honesty: The University of Houston Academic Honesty Policy is strictly enforced by the C. T. Bauer College of Business. No violations of this policy will be tolerated in this course. A discussion of the policy is included in the University of Houston Student Handbook, <http://www.uh.edu/dos/hdbk/acad/achonpol.html>. Students are expected to be familiar with this policy.
5. Accommodations for Students with Disabilities: The C. T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400), and present approved accommodation documentation to their instructors in a timely manner.

## Peer Evaluation Form Team Projects

Please evaluate each member of your team on quality and quantity of their contribution to the **team projects**. This evaluation is **strictly confidential** and will not be shared with anyone. Please turn in the evaluation at **on the final evening of class**. You may enclose this evaluation in a sealed envelope.

**Your name:** \_\_\_\_\_

**Group name:** \_\_\_\_\_

Name of team member	Quality of effort	Quantity of effort
Rate yourself on this line		

**Grading Scale:**

- A
- B
- C
- D
- F

**Comments:**