MARKETING 4890: APPLIED MARKETING PROBLEMS
Spring 2015 Tuesday 2:00-4:45 BLB225

Associate Professor Francisco Guzmán, Ph.D.
Covering for: Principal Lecturer Michael J. Gade (Primary Instructor of Applied Marketing Problems)
Office: 940-369-7966
Tuesday Before/After Class (and by appointment)
Email: Francisco.Guzman@unt.edu

TEXTBOOK AND REQUIRED READING
A Framework for Marketing (5rd edition) by Philip Kotler
The Wall Street Journal

COURSE DESCRIPTION
Application of marketing concepts, tools and procedures employed by practicing marketing managers. Specific attention is given to the marketing manager’s role in corporate environments working with colleagues with diverse organizational responsibilities. Understanding the consumer value chain, strategic and marketing planning, marketing analytics, product development through life cycles, segmentation, marketing communication strategy, supply chain management, and pricing strategy will all be addressed. Emphasis will be on strategy development and resultant tactical execution. The course will utilize a live case, allowing you to refine your skills through in-class, individual and team/group projects in both written and oral formats.

INSTRUCTIONAL METHODOLOGY
The instructional methodology used in the class will be readings, cases, lecture, class projects and shared experience discussions. Students will experience a Real-life corporate environment, helping to prepare them for their upcoming corporate careers.

MID-TERM REPORT (75 POINTS) TEAM MEMBER EVALUATIONS (25 POINTS)
You will be responsible to select a well-known consumer goods or service company from a list developed in class that is in the process of introducing a new product or product line or reintroducing and extending the life of an existing product (line). Analyze the companies marketing strategy and in particular emphasize the below sub points under comprehensive strategy team assignment, as appropriate, but specifically include the Tactical Execution Plan that supports your clearly articulated and supported strategy. Assume your job is to grow sales --- profitably! Limit your paper to 4 pages with appropriate appendices not included. Secondary research is expected and should be documented.

FINAL TEAM ASSIGNMENT (150 POINTS) TEAM MEMBER EVALUATIONS (50 POINTS)
You will be part of a class wide, live-case company project. Your team will then prepare both a comprehensive written and oral marketing strategy complete with tactical execution and it will be presented to the senior management of that company. You will be acting as a special work group within the company or if you choose a consultant to the company. The quality of this report should be representative of the strategic importance this is to the company AND samples from previous classes are available in my office for inspection. Your Oral presentation will be presented in the Boardroom and should reflect the quality expected in a Boardroom complete with the appropriate supporting materials; be certain to ask the management committee for approval at the conclusion of your presentation to proceed. Remember this will ultimately be a financial decision as well as a strategic one and complete financial analytics are expected. Note primary research is required as directional for strategy formulation.

FINANCIAL ANALYTICS (25 POINTS Optional Extra Credit):
Are required in the understanding and analyzing all marketing decisions. You will be given a real world example and will then apply the appropriate analytics, analysis and metrics to determine alternate and optimum marketing choices.

ATTENDANCE: 10 points will be lost for each class missed
EXTRA CREDIT: A multitude of special credit will be available including: Attendance at Marketing specific professional events; attendance at University specific marketing events and outside optional senior speaker events: assistance in marketing for non-profit events, special in-class competitions and others at the discretion and prior approval of your professors.

It is suggested you utilize your choice of Marketing Plan approaches/formats and should consider utilizing at minimum the following for your Individual and Team assignments: PLEASE REFER TO THE METHODOLOGY FOUND ON BLACKBOARD. The following are shown for consideration only. The required sections you must include are: Objectives, Strategy, Tactical Execution and Metrics. Please incorporate other critical information as appendices.

- SWOT and competitors both direct and indirect analysis; (written)
- Fully understand current and your suggested target customer profiles and needs; (both)
- Utilize primary and secondary research as a support for decision-making. High confidence levels are not required for this course but research results should support your chosen strategies.
- Develop a comprehensive marketing strategy and supporting tactical execution plan for this company with complete rationalization/documentation; a partial list of elements you may include are as follows:
  - Competitive advantage (disadvantage)
  - Overall consumer value proposition
  - Product and customer profitability
  - Product management, lifecycle, portfolio management,
  - Pricing strategy
  - Market positioning strategy
  - Customer profile, segmentation strategy, customer satisfaction requirements
  - Customer Communication strategy
  - Channel structures and logistical strategies
  - Performa financial results!

Your demonstrated understanding of the marketing management process and the strategy and execution plans you develop to grow this business profitably and in a sustainable manner will be the main component for grading. The team project will be jointly graded by both the participating company and faculty.

Teams will generally have 30-40 minutes per class to meet, and I will be available during this period.

The SCHEDULE of activities and assignments is TENTATIVE. It is subject to change during the semester due to unexpected events or class needs. GRADING will be on 300 points as shown below:

<table>
<thead>
<tr>
<th>Date</th>
<th>Reading Assignment</th>
<th>Topics</th>
<th>Instructor/ Guests</th>
<th>Due To Be Turned In / Done Today</th>
<th>Grading Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 20</td>
<td>The MKTG Mgmt Process Chapters 1,2,3</td>
<td>Understanding Marketing Management: The Changing Marketplace</td>
<td>FG</td>
<td>Establish Teams</td>
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<td>January 27</td>
<td>Project Presentation (Wandervan)</td>
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<td>Jason Upshaw CEO Wandervan</td>
<td>Analysis of Denton’s transportation situation</td>
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<td>February 3</td>
<td>WSJ Internet Research LIVE CASE Understand all business units</td>
<td>Strategic and Marketing Planning Marketing in a changing environment and marketplace</td>
<td>FG</td>
<td>Internet Industry Research</td>
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<td>February 10</td>
<td>Chapters 4,5,6 &amp; 7</td>
<td>Building Strong Brands Shaping the Market Offerings</td>
<td>Jim Stapleton SVP SoftCard/ATT-Verizon</td>
<td>Internet research of Soft Card</td>
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<td>February 17</td>
<td>Chapters 8-9-10-11-12</td>
<td>Marketing Analytics Statistical Planning Marketing Research Financial Planning</td>
<td>Dr. Ken Thompson</td>
<td>Methodology of your Project by team using Blackboard methodology FINANCIAL ANALYTICS ASSIGNMENT DUE (bbl)</td>
<td>25 Extra Credit</td>
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<td>February 24</td>
<td>Chapters 13,14, 15,16,17</td>
<td>Building a Market Position &amp; What’s in a brand?</td>
<td>Shannon Carter CEO Shannon Brewing</td>
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<td>March 3</td>
<td>Chapters 15, 16,17,18</td>
<td>Transitioning from strategy to activation</td>
<td>Sarah Guzmán Senior Director Brand Innovation Frito-Lay</td>
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<td>March 10</td>
<td>MID TERM PRESENTATION</td>
<td>MEETINGS WITH Faculty on live case</td>
<td>Faculty Team</td>
<td>Primary Research &amp; Strategic Foundation ready for review</td>
<td>75 &amp; 25</td>
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<td>March 17</td>
<td>Spring Break</td>
<td>Spring Break</td>
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<td>March 24</td>
<td>Readings</td>
<td>Connecting with Customers Live Case</td>
<td>FG</td>
<td>Case preparation and presentation in class</td>
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<td>March 31</td>
<td>Readings</td>
<td>Marketing a Not-for-Profit</td>
<td>Charles Pierson National CEO</td>
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<td>April 7</td>
<td>Internet Research</td>
<td>Real life: How to succeed and thrive</td>
<td>Tom Slone Chairman &amp; CEO Touchstone</td>
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<td>April 14</td>
<td>Review Class</td>
<td>Review Class</td>
<td>FG</td>
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<td>April 21</td>
<td>LIVE CASE Presentations</td>
<td>LIVE CASE PRESENTATIONS</td>
<td>Faculty &amp; Jason Upshaw</td>
<td>Oral Team Presentation &amp; Written Project Due; Team member evaluation</td>
<td>150 &amp; 50</td>
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<td>May 5</td>
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<td>Discussion Life Lessons and Marketing Yourself</td>
<td>MG/FG</td>
<td>Case returns</td>
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GUIDELINES FOR THE WRITTEN ASSIGNMENTS
SR Management Board of Directors Review Ready
Do be sure to do an Outstanding Executive Summary- No History just what’s being done, how, costs, expected results, returns and risks

GRADING/ATTENDANCE POLICY
- Attendance and participation is mandatory: Ten points will be lost for each missed class.
- You must be in class on time, and at the conclusion of class to be counted present.
- Excused absences will only be accepted with appropriate reasons.
- No make up midterm will be offered.
- Grammar, spelling or formatting errors will decrease the grade earned on the assignment up to 20 percent of possible points.
- All assignments must be turned in the specified date, at the beginning of the class, or as mentioned in the schedule of classes included in this syllabus.
- Late assignments will be subject to an immediate 20 percent reduction per week in points and will not be accepted after the final scheduled regular class session.
- You must participate and be present at your team presentation to receive any credit for this project. Please be aware presentations may begin at 5pm and last through 10pm with awards and a casual dinner/social to follow.

NOTE: All University policies and highest levels of integrity will be firmly and rigidly expected and enforced.