# Sam Houston State University College of Business Administration Department of Management and Marketing

Course Number: 572

Course Title: Marketing Problems
Prerequisites: MBA Candidate, MKT 371

*Instructor:* John J. Newbold

 Office:
 S-H 236P

 Phone:
 936-294-1274

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*Email:* jnewbold@shsu.edu

**Office Hours:** Tues/Thur 8 - 12:00, 3:00 - 4:00 PM

Thur at UC 5:00 - 6:00

Required Texts: No required texts. Readings will be handed out

**Course Description:** Don't ever get "stuck" on a business problem again! There is no need to be caught standing still when you need to analyze or plan for a business problem.

This course will have 5 basic parts:

- 1) A quick review of fundamental marketing principles and basic business/marketing strategies.
- 2) A review of techniques for creative thinking, critical thinking, and proper case analysis techniques.
- 3) An introduction to classic and current business/marketing thinking, including
  - a. Globalization
  - b. Business model analysis
  - c. Product & pricing strategy
- 4) An introduction to specific analytic techniques, including
  - a. Scenario-based planning
  - b. Dialectics (debates)
- 5) "Live" situations to analyze with current, real-world problems

**Course Objectives:** To gain a deeper appreciation and aptitude for specific tools and techniques of planning and analysis in support of business and marketing plans. More specific objectives include:

- To review the essentials of marketing management.
- To learn and apply specific techniques for critical thinking.
- To learn to effectively analyze cases.
- To understand the impact of strategic market decisions on the firm (those decisions regarding objectives, policies, strategies, and plans and controls)
- To concentrate on decision models found in practice and widely applicable by today's marketing managers;
- To develop students' insights into "real world" frustrations/rewards of making marketing decisions through case analysis;
- To investigate the social, ethical and legal dimensions of marketing management.

## **Grading/Evaluation:**

- **Exams:** Two exams will be administered. Both will be take-home exams. The <u>Preliminary Exam</u> will cover the basics of business and marketing strategy will be due at the third class meeting. The Final Exam will also be an essay exam. It will be comprehensive in nature, but will be applied to the final real-life case (US Surgical).
- **Participation**: Participation is extremely important for seminar classes. <u>It is critical that you inform the instructor prior to missing any classes</u>, as ad-hoc absences may have a deleterious impact on group projects.
  - o Attendance: Attendance will be taken each class period.
  - Contribution: Since the basis of this seminar class is lively discussion, you
    must be prepared to comment during the class. Contributions will be assessed
    subjectively by the professor.

Grading Summary:	<b>Prelim Exam</b>	50 pts
	Final Exam	100 pts
	Participation	50 pts
	Case	200 pts
	Project #1	400 pts
	Project #2	400 pts
	TOTAL	1,000 pts

Grading Scale: 100% - 90% = A 89% - 80% = B 79% - 70% = C 69% - 60% = DBelow 60% = F

# Make up Exams:

In order to qualify for a make-up exam, <u>the student must inform the instructor prior to</u> <u>the time of the exam</u>, via email or phone message, of their inability to take the exam at the assigned time

## **Religious Holy Days Policy:**

Students who are absent from class for observance of a religious holy day will be allowed to take an examination or complete an assignment scheduled for that day within one week of returning to class. The student, not later than the 15<sup>th</sup> calendar day after the first day of the semester, must notify the instructor of each scheduled class day that he/she will be absent for a religious holiday.

#### **Disabled Student Policy:**

It is the policy of SHSU that no otherwise qualified disabled individual shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic, Student Life Program, or activity. Handicapped students may request academic assistance when needed from a Committee for Continuing Academic Assistance for Disabled Students by visiting the Director of the Counseling Center in the Lee Drain Building.

#### **Class Conduct:**

Smoking, drinking, eating and use of cell phones during class is prohibited.

#### **Academic Misconduct:**

All students who enroll at Sam Houston State agree to assume the responsibilities of citizenship in the campus community. Cheating will not be tolerated.

# **Tentative Class Schedule**

Aug 30 Off-site Instruction at SHSU  Sept 6 Prelim Exam/ Critical Thinking/ Analyzing Cases  Sept 13 Considering Business Strategy  Sept 20 Considering Marketing Strategy  Sept 27 Financial Analysis and Business Models  Oct 4 Discussion of Quaker Case  Oct 11 Intro to Project #1: Mitcham Industries/ Dialectic Technique  Oct 18 Workshop on Mitcham Dialectic  Oct 25 Mitcham Dialectic  Nov 1 Intro to Project #2: Sherwin Williams Paint/ Scenario Based Planning and Mock Board Meeting  Nov 8 Workshop on Sherwin Williams  Nov 15 Sherwin Williams Mock Board Meeting  Nov 22 Project for Final Exam: US Surgical  Mitcham Dialectic  Nov 22 Project for Final Exam: US Surgical  Malen, VP Marketing  Day, Porter  Cravens, et al Tellis, Ailawadi, et al  Slywotzky and Wise  Case: Quaker Oats and Gatorade (due Oct 4)  Case: Quaker Oats and Gatorade (due Oct 4)  Prepare for Dialectic Oct 25.  Prepare for Dialectic Oct 25.  Debrief w/ Mr. Malden at Williams Conference Center after Dialectic  Prepare for Mock Board Meeting  Debrief w/ Mr. Hanratty at Williams Conference Center after Dialectic  Roy 22 Project for Final Exam: US Surgical  Malen, VP Marketing  Debrief w/ Mr. Hanratty at Williams Conference Center after Dialectic  Center after Dialectic  Center after Dialectic  Center after Dialectic	<b>Date</b>	<b>Topics</b>	Readings	<u>Assignments</u>
Sept 6   Prelim Exam/   Day, Porter	Aug 23	Introduction/Overview of Marketing		
Sept 6   Prelim Exam/ Critical Thinking/ Analyzing Cases   Cravens, et al Tellis, Ailawadi, et al				
Critical Thinking/ Analyzing Cases				
Sept 13   Considering Business Strategy	Sept 6		Day, Porter	
Sept 20 Considering Marketing Strategy Slywotzky and Wise Weill, et al Slywotzky and Wise Weill, et al Gatorade (due Oct 4)  Sept 27 Financial Analysis and Business Models  Oct 4 Discussion of Quaker Case Oct 11 Intro to Project #1: Mitcham Industries/ Guest Speaker: Guy Malden, VP Marketing Oct 18 Workshop on Mitcham Dialectic Oct 25 Mitcham Dialectic  Nov 1 Intro to Project #2: Sherwin Williams Paint/ Scenario Based Planning and Mock Board Meeting  Nov 8 Workshop on Sherwin Williams Nov 15 Sherwin Williams Mock Board Meeting  Nov 22 Project for Final Exam: US Surgical  Tellis, Ailawadi, et al Slywotzky and Wise Weill, et al Slywotzky and Wise Weill, et al  Case: Quaker Oats and Gatorade (due Oct 4)  Prepare for Dialectic Oct 25.  Prepare for Dialectic Oct 25.  Debrief w/ Mr. Malden at Williams Conference Center after Dialectic  Prepare for Mock Board Meeting Nov. 15  Sherwin Williams Mock Board Meeting  Debrief w/ Mr. Hanratty at Williams Conference Center after Dialectic  Nov 22 Project for Final Exam: US Surgical  Slywotzky and Wise Weill, et al  Case: Quaker Oats and Gatorade (due Oct 4)  Prepare for Dialectic Oct 25.  Debrief w/ Mr. Malden at Williams Conference Center after Dialectic  Prepare for Mock Board Meeting Nov. 15  Debrief w/ Mr. Hanratty at Williams Conference Center after Dialectic  Debrief w/ Mr. Brown at Williams Conference Center after Dialectic				
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