

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

<b>Course Number:</b>	<b>572</b>
<b>Course Title:</b>	<b>Marketing Problems</b>
<b>Prerequisites:</b>	MBA Candidate, MKT 371
<b>Instructor:</b>	John J. Newbold
<b>Office:</b>	S-H 236P
<b>Phone:</b>	936-294-1274
<b>Email:</b>	jnewbold@shsu.edu
<b>Office Hours:</b>	Tues/Thur 8 – 12:00, 3:00 – 4:00 PM Thur at UC 5:00 – 6:00
<b>Required Texts:</b>	<i>No required texts. Readings will be handed out</i>

**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 Preliminary Exam 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. It is critical that you inform the instructor prior to missing any classes, as ad-hoc absences may have a deleterious impact on group projects.
  - o Attendance: Attendance will be taken each class period.
  - o 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.

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

<b>Grading Scale:</b>	100% - 90% = A
	89% - 80% = B
	79% - 70% = C
	69% - 60% = D
	Below 60% = F

## Make up Exams:

In order to qualify for a make-up exam, **the student must inform the instructor prior to the time of the exam**, 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

<u>Date</u>	<u>Topics</u>	<u>Readings</u>	<u>Assignments</u>
Aug 23	Introduction/Overview of Marketing and Business Strategy		
Aug 30	Off-site Instruction at SHSU		
Sept 6	Prelim Exam/ Critical Thinking/ Analyzing Cases	Day, Porter	
Sept 13	Considering Business Strategy	Cravens, et al Tellis, Ailawadi, et al	
Sept 20	Considering Marketing Strategy	Slywotzky and Wise Weill, et al	Case: Quaker Oats and Gatorade (due Oct 4)
Sept 27	Financial Analysis and Business Models		
Oct 4	Discussion of Quaker Case		
Oct 11	Intro to <b>Project #1: Mitcham Industries/</b> Dialectic Technique	Readings TBD/ Guest Speaker: Guy Malden, VP Marketing	Prepare for Dialectic Oct 25.
Oct 18	Workshop on Mitcham Dialectic		
Oct 25	Mitcham Dialectic		Debrief w/ Mr. Malden at Williams Conference Center after Dialectic
Nov 1	Intro to <b>Project #2: Sherwin Williams Paint/</b> Scenario Based Planning and Mock Board Meeting	Readings TBD/ Guest Speaker: Mr. Tim Hanratty, Director of Sales	Prepare for Mock Board Meeting Nov. 15
Nov 8	Workshop on Sherwin Williams		
Nov 15	Sherwin Williams Mock Board Meeting		Debrief w/ Mr. Hanratty at Williams Conference Center after Dialectic
Nov 22	Project for <b>Final Exam: US Surgical</b>	Guest Speaker: Mr. Greg Brown, Strategic Business Sales Manager	Debrief w/ Mr. Brown at Williams Conference Center after Dialectic
Nov 29	No Class (Happy Thanksgiving)		
Dec 6	Workshop on US Surgical		
Dec 13	Final Exam		