Fermanian School of Business
Point Loma Nazarene University
Master of Business Administration
BUS 6055 — Marketing Management 3 Units
Fall 2023

Meeting days: Wednesday	*Instructor:* Dr. Michael Wiese
Meeting times: 9:30 to 12:15	*Phone:* Office: (619) 849-3268 Mobile: (765) 425-0955
Meeting location: Mission Valley Campus Room 316	*Email:* mwiese@pointloma.edu
On Campus Office Hours *You are welcome at my office on the coast campus. Fermanian School of Business 126*	*Mission Valley Office Hours: I will be in the Mission Valley office at 9:00 before each class session. If you want an appointment at 8:30, please make that request. It is also possible to talk via phone or Zoom.*

PLNU Mission
To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Fermanian School of Business Mission
Character – Professionalism – Excellence – Relationships – Commitment – Innovation

As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice.

COURSE DESCRIPTION

This course provides an overview of marketing in a customer-driven firm, focusing on essential marketing skills needed by successful managers in all business functions. Topics include market segmentation, consumer decision making, estimating the economic value of customers to the firm, positioning the firm's offerings, pricing strategies, communication with consumers, and managing relationships with distribution partners. Students will participate in a marketing simulation to coordinate these different elements of the marketing mix to ensure that all marketing activities collectively forge a coherent strategy.

STUDENT LEARNING OUTCOMES FOR THIS COURSE

Upon completion of this course, students will be able to:

1. Explain the fundamentals of marketing concepts and strategy (PLO 1).
2. Interpret the customer, competitor, organizational, and environmental influences on strategic marketing decisions (PLO 3).
3. Manage the marketing functions in an applied project (PLO 3).
4. Support ideas and present information clearly through effective communication (PLO 6).
5. Collaborate as an effective team member when making strategic marketing decisions (PLO 7).

TEXTBOOK AND OTHER LEARNING RESOURCES

<u>Required Material</u>

1. Schaeffer, Mark (2023), Belonging to the Brand: Why Community is the Last Great Marketing Strategy ISBN: 978-1-7335533-9-1

2. Kotler, Philip, Kevin Lane Keller & Alexander Chernev. (2022). Marketing Management, (16th ed.). Pearson. ISBN:-13: 978-0-13-588715-8

    An option for rental is available. Here is the direct link. https://www.pearson.com/store/p/marketing-management/P100003054015/9780135886830

3. BrandPro Simulation - Your course - *Point Loma Nazarene University A33376 - BUS 6055 Marketing Management Fall 2023*, has been validated and you are now able to send an email to your students with ordering instructions.

(To allow emails please add administration@emt.stratxsimulations.net on your safe list)

Please note, <u>All sales are final</u>. There are no returns or refunds. Please click <u>here</u>, to access our terms & conditions.

- Go to https://shop.stratxsimulations.com/ *(If nothing happens, copy and paste the link in a new browser)*

- Enter the file number: <mark>**P646BD77**</mark>

- Tick that box indicating you are not a robot and click ENTER
- Verify the order and register on the ecommerce site
- Complete the order process
- Once your payment has gone through a window will open with your PAK. An email will also be sent to the email address you used, please check your spam/junk folder if you do not receive it within 30 minutes.

You may obtain your invoice by going to shop.stratxsimulations.com login and entering your email and password you used to make the purchase of your license, then click ACCOUNT to access your invoices.

If students run into any issue when ordering, they may send us a [support ticket](#).

4. Foundations of Marketing Module: SEE DETAILS IN THE NEXT SECTION
   To access the module, follow the on-screen instructions found at the following URL:
   https://micro.peregrineacademics.com/pointloma. The password for the module is: PLNU-1001

ASSIGNMENTS

1) **Foundations of Marketing Module** (50 points)

   You are required to take the Foundations of Marketing course assignment leveling module. The time
   to complete the module is estimated at 6 to 9 hours, depending on your previous exposure to
   marketing. PLEASE HAVE THE MODULE COMPLETE BY Sunday, SEPTEMBER 11 BY
   MIDNIGHT.

   To access the Foundations of Marketing module, follow the on-screen instructions found at the
   following URL: https://micro.peregrineacademics.com/pointloma

   The password for the module is: **PLNU-1001**

   **If you take any modules that are not assigned to you for this course, you will be billed for each
   module at $39. Modules should only be taken when assigned by the course and NOT earlier.**

   This module is worth 5% of your total course grade. The deadline for completing the module is
   September 11. The percentage earned on the leveling module post-test will be translated into points
   earned in this course as follows:

   If you have any problems with the registration process, please visit Peregrine's technical support
   page at: www.peregrineacademics.com/support

   To successfully complete the module, you must earn a minimum score of 80% on the module post-
   test. You are allowed to attempt the post-test twice. If you have not achieved a passing score (80%)
   after two attempts, you will be required to purchase a new module for $39.00, and continue attempts
   until a passing score is achieved.

Post-test Percentage	Points Earned in Course
95.00-100	50
90-94.99	45
85.00-89.99	40
80.00-84.99	35
<80.00	0

2) **Mid-term Exam** (150 points total) There will be one exam in this class. The exam is based on the
   content covered in class and the required readings up to midterm.   Exams will be essay questions
   based on a case.

3) **Application Homework** (2 @ 25 points each) There are two homework assignments linked to the Firm Application Paper. The goal of the homework is to build specific marketing analysis aligned to the firm that you are reviewing for the Firm/SBU Application Paper.

4) **Firm/SBU Application Project** (200 points): Each student will select (first come, first reserve) a firm or a Strategic Business Unit within a firm to directly work with to come up with ideas for how to achieve a specific marketing objective.

   Your task is to apply the various lessons of the course to an analysis of a specific firm. The "firm" may be a small business, corporation or nonprofit. It may be a firm that you work for or are doing an internship/co-op with. The information about the firm must be accessible to you through a person at the firm who is willing to work with you and from other secondary/primary sources. Make sure to cite your sources properly in APA Style. The paper will be no more than 10 pages, plus an Executive Summary (appendices are allowed beyond the 10 pages).

   Firm/SBU Application Project Assignment Requirements:

   Submit a marketing report to management. **Write the report as if you are submitting to an owner, marketing manager or Chief Marketing Officer for consideration.** Use communication style that you think will be well received by the recipient. This means that the paper should not be academic. Speak to and present for the practical interests of the marketing management team.

   The deliverable must provide the following.

   a) After research and collaboration with the site official, what is the SMART Marketing Objective? What is the marketing outcome that needs to be achieved?
   b) After research and collaboration with the site official, what is the **analysis** that builds context for your marketing recommendations?
   c) What are your recommendations to marketing management for improvements to the marketing efforts that will achieve the specific marketing objective?
   d) What is the projected ROI of your proposal? Sell it.
   e) Write an Executive Summary and put it at the front of the Marketing Management Paper.

5) **BrandPro Simulation** (200 points; 25 points for simulation performance; 75 points for simulation executive briefings and 100 for the CMO presentation)

   At the end of the simulation, you will prepare a written **Executive Briefing** to the Marketing Manager assessing your performance, strategies, lessons learned, and recommendations for the future. The analysis should include:

   - analysis of past performance

   - main strategies pursued

   - main adjustments made to changes in the environment

   - key points learned through past successes and failures

   - recommendations for the future

The team will then give a board room presentation to the CMO. The goal of the presentation is to justify your team's continued management of the brands. A team of presentor evaluators will be present to give you feedback on the presentation.

6) **Simulation Peer Evaluation and Class Participation** (100 point evaluation based on the simulation work)**:** Team members will be required to complete a confidential, critique of each team member's performance. Peer Evaluations must be submitted by each team member twice during the semester.

Class sessions will regulary have an in-class experience, such as a "what would you do." These activities will be for points. You must be present (or have a pre-approved absence granted by the instructor) to earn these points.

Make your presence known, in a positive way, and you will earn these points. Make your presence known, in a negative way, and you will lose these points. "Making your presence known" means that you:
a) are present for class ON-TIME
b) respond to questions in class
c) offer insights, questions and evidences to support the conversation
d) engage, verbally and non-verbally in the class activities
e) use technology to support the learning process and do not use technology for non-course related actiivites.

7) **Lesson Plan** (100 points) Teams of four students (**different persons from your simulation teams)** will develop a lesson plan on based on a current topic in marketing. Pre-selected topics are listed in course calendar. Assessment and feedback will be provided for content and presentation.

For this assignment, become the expert on the selected topic and figure out the best way to teach the other studeets in the class about the topic. Make sure the following aspects are included in your lesson plan:
- Define the topic and relate it to the overall course content.
- Include a real-world application in marketing. For example, has the subject been in the news recently? Are any companies doing an exemplary work in this area? Can you interview an expert? Are there great videos available on the topic? Are there any outstanding resources to share?
- The lesson plan should take students approximately 15 minutes to present in class.
- You must include one interactive componenet to engage students in class on your topic.

8) **In-class Experiences** (up to 50 points at the discretion of the faculty member): There will be various learning experiences during class sessions. Participation will earn points. Additionally, there will be a quiz over the BrandPro game material prior to the beginning of the simulation.

9) **"*Belonging to the Brand*" Canvas Discussion** (100 points): Students will respond to the questions below related to the book and then engage in an online conversation for assigned chapters in the *Belonging to the Brand* book.
- What are the BIG points being made in the chapter?
- How does it compare and contrast with the view of marketing management from Kotler?
- What is the TAKE AWAY that should inform marketing management in the future?

ASSESSMENT ACTIVITIES

Individual Work:

Foundations of Marketing Module	50
Mid-term Exam	150
Application Homework (2@ 25 points each)	50
Firm/SBU Application Paper	200
BrandPro Quiz/In-class Activities	50
Belonging to the Brand Posts and Discussion	100
BrandPro Simulaton Peer Evaluation and Class Participation	100
	700

Group Work:

BrandPro Simulation Briefing and Performance	100
Presentation to the CMO	100
Team Lesson Plan: (Content=50, Team Presentation=50)	100
	300
Total Course Points:	**1,000**

Grading Scale:

A: 93– 100%	B+: 88-89.9%	C+: 77 – 79.%	D+: 67 – 69.9%	F: 0 – 59.9%
A-: 90– 92.9%	B: 80– 87.9%	C: 73 – 76.9%	D: 63 – 66.9%	
	B-: 80 – 82.9%	C-: 70 – 72.9%	D-: 60 – 62.9%	

INCOMPLETE AND ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Incompletes will only be assigned under extremely unusual circumstances.

Assignments will receive the following penalties:
- One day late: 20% reduction
- Two days late: 50% reduction

ALL assignments must be submitted on Canvas.

ARTIFICIAL INTELLIGENCE (AI) POLICY

You are allowed to use Artificial Intelligence (AI) tools (e.g, ChatGPT, iA Writer, Marmot, Botowski, etc.) in this course. Any work that utilizes AI-based tools must be clearly identified as such, including the specific tool(s) used. For example, if you use ChatGPT, you must cite ChatGPT including the version number, year, month and day of the query and the statement "Generated using OpenAI. https://chat.openai.com/"

CLASSROOM ETIQUETTE

The class will begin at 9:30am and students are expected to be in the classroom and ready to begin at 9:30. If you have to be late due to an emergency, please email/text the instructor prior to class.

In the classroom, we will treat each other with respect and kindness. Diverse perspectives are welcomed and encouraged.

Cell phones should not be used in the classroom.

Laptops should not be used for non-related class activities. While laptops can enhance the learning experience, they can be very disruptive to the learning environment when used inappropriately.

SPIRITUAL CARE

PLNU strives to be a place where you grow as a whole person. To this end, we provide resources for our graduate students to encounter God and grow in their Christian faith. At the Mission Valley (MV) campus we have an onsite chaplain who is available during class break times across the week. If you have questions for, desire to meet or share a prayer request please email mvchaplain@pointloma.edu.

In addition, on the MV campus there is a prayer chapel on the third floor which is open for use as a space set apart for quiet reflection and prayer.

PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See Graduate Academic and General Policies for definitions of kinds of academic dishonesty and for further policy information.

During the first week of class, you will be asked to submit an Academic Honesty Verification Statement. Submitting the statement is a requirement of this course. By submitting the Academic Honesty Verification Statement, you will be verifying all assignments completed in this course were completed by you. Carefully review the Academic Honesty Statement below.

Statement: "In submitting this form, I am verifying all the assignments in this course will be completed by me and will be my own work."

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. Therefore, regular attendance and participation in each course are minimal requirements.

If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university withdrawal date or, after that date, receive an "F" grade.

Students who anticipate being absent for an entire week of a course should contact the instructor in advance for approval and make arrangements to complete the required coursework and/or alternative assignments assigned

at the discretion of the instructor. Acceptance of late work is at the discretion of the instructor and does not waive attendance requirements.

Refer to Academic Policies for additional detail.

FINAL EXAMINATION POLICY

Successful completion of this class requires completion of the assignment during the final examination period **on its scheduled day**. No requests for early examinations or alternative days will be approved.

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

LANGUAGE AND BELONGING

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

You may report an incident(s) using the Bias Incident Reporting Form.

SEXUAL MISCONDUCT AND DISCRIMINATION

In support of a safe learning environment, if you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that accommodations and resources are available through the Title IX Office at pointloma.edu/Title-IX. Please be aware that under Title IX of the Education Amendments of 1972, faculty and staff are required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at counselingservices@pointloma.edu or find a list of campus pastors at pointloma.edu/title-ix.

	Topics & Activities	Reading/Discussions	Homework/Assignments Due	Lesson Plan	Simulation
Week 1 August 30	Light Week	Review the course material on Canvas and read the syllabus	SUGGESTION: Work on the Peregrine Foundations of Marketing Module	Select Lesson Plan Topic by September 3	
Week 2 9/6	Chapter 1 *Defining Marketing for the New Realities*	Read Kotler Chapter 1 Belonging to the Brand-Chapter 1,2 and 3 (Canvas Discussion)	Complete the Peregrine Foundations of Marketing Module by September 10 Submit *Belonging to the Brand* post on Friday and peer discussion post by Sunday		Form Simulation Teams
Week 3 9/13	Chapter 2 *Marketing Planning and Management*	Read Kotler Chapter 2 Belonging to the Brand- Chapter 4, 5, and 6 (Canvas Discussion)	Select a firm/SBU for Firm Application assignment by September 15 at 5:00pm. Submit on Canvas. Submit *Belonging to the Brand* post on Friday and peer discussion post by Sunday		Register for the Brand Pro simulations
Week 4 9/20 **NOTE: 9/18 12:30-2:00-Presentat**	Chapter 3 and 4 *Analyzing Consumer and Business Markets*	Read Kotler Chapter 3 and 4 Belonging to the Brand- Chapter 7, 8 and 9 (Canvas Discussion)	SMART Marketing Objective submitted on Canvas by September 24 at 5:00pm Submit *Belonging to the Brand* post on Friday and peer discussion post by Sunday		Introduction to the simulation

ion Workshop with Dr. Melissa Newman					
Week 5 9/27	Chapters 5 *Conducting Marketing Research*	Read Chapters 5 Belonging to the Brand- Chapter 10, 11, 12 and Conclusion (Canvas Discussion) Review the BrandPro simulation	Submit *Belonging to the Brand* post on Friday and peer discussion post by Sunday		
Week 6 10/4	Chapter 6 *Identifying Market Segments & Targets*	Read Chapter 6 BrandPro Quiz	Situation Analysis Homework submitted on Canvas by October 6		Team CliftonStrengths Discussion, 11:00-12:15
Week 7 10/11	Chapters 7 *Crafting the Brand Positioning*	Read Kotler Chapter 7	Customer Analysis Homework submitted on Canvas by 5:00pm, October 15	Google Analytics	Practice Rounds for BrandPro
Week 8 10/18	Chapter 8 & 10 *Designing* Value and Branding Mid-term Exam Prep-Session	Read Kotler Chapters 8 & 10		ChatGPT/Bard and other open-source AI	
Week 9 10/25	Mid-Term Exam – Kotler et al Chapters 1, 2, 3, 4, 5, 6, 7				
Week 10 11/1	Chapter 12 & 13 *Communicating Value*	Read Kotler Chapters 12 & 13		Social Media Marketing Trends	Complete year one and two for BrandPro Simulation by Sunday, November 5 at 5:00pm
Week 11 11/8	Chapter 14 *Communicating Value*	Read Kotler Chapter 14		NFTs	Complete year three-five for the BrandPro Simulation on

					November 10 by 5:00pm
Week 12 11/15	*Chapter 15 Delivering Value: Designing & Managing Integrated Marketing Channels*	Read Kotler Chapter 15		Influencer Marketing	Submit your team BrandPro Management Briefing Due: Friday, November 18 at 5:00pm
Week 13 **No class on 11/22**	**Happy Thanksgiving**				
Week 14 11/ 29	Chapters 17 *Managing Growth* *Guest Speaker:*	Read Kotler Chapter 17			
Week 15 12/6	Chapter 19 *Building Customer Loyalty*	Read Kotler Chapter 19	Firm/SBU Application Paper Due Friday, December 8 at 11:59pm		
Week 16 12/13	Coaches Presentation Feedback				BrandPro Presentation to the CMO Complete a peer evaluation due on Wednesday, 11:59pm.

Lesson Plan
Fall 2023
MBA Marketing Management

The Lesson Plan is an opportunity to learn about current developments in Marketing and the implication of these developments on Marketing Management. A team will give a professional presentation in class. There is no written paper submission required.

This learning activity will:

1. Provide a current perspective of important topics that impact Marketing Management in 2023.
2. Create an opportunity to work in a team to create a presentation and for the team presentation to receive feedback and coaching.
3. Serve as an opportunity to practice professional presentation skills and to receive feedback and coaching.

Lesson Plan Guidelines

1. Directly answer the question posed. Draw a specific conclusion from the evidence developed through the presentation.
2. Define the topic and relate it to what we are studying in Marketing. Demonstrate that you are a beginning "expert" in the topic and update the class on definitions, uses, trends, controversy and your position regarding the topic.
3. Include a real-world and/or current topic aspect of the topic. For example, has the subject been in the news recently? Are any companies doing exemplary work in this area? Are there great videos available on the topic? Are there any outstanding resources you can share with us?
4. Your team should take 15 minutes in class to share your presentation. Make it engaging and informative. You may include readings, videos, articles, website reviews, etc.
5. After the formal presentation, lead a 10-minute conversation with your peers. Consider how to foster a discussion.

Students will sign up for your topic in Week One.

Week 7: Google Analytics: Will the use of GA4 change the way that the Marketing Manager will find/get/keep customers in the next five years?

Week 8: ChatGPT and other Open-source AI Applications in Marketing: What will ChatGPT allow marketers to do that they could not do before? Is this good or bad?

Week 10: Social Media: What social media platform should marketing managers considered for ad spending in 2024 that was not likely considered in 2020?

Week 11: NFTs: Is the use of NFT's a fad or a new frontier for marketing strategy/tactics?

Week 12: Influencer Marketing: Is the effectiveness of the social influencer as a part of the marketing communication plan increasing or decreasing in 2023?

Belonging to the Brand: Introduction, Chapters 1-3.

After reading the Introduction and Chapter 1, 2 and 3 of *Belonging to the Brand*, answer the following questions. Post your response to the questions by Friday and respond to at least **ONE** peer by Sunday.

1. What is the main point of the book and what is your response? Do you agree or disagree? Why? Build your argument.
2. How does the view of Schaeffer compare and contrast with the view of marketing strategy from Kotler/Keller/Chernov?
3. What do you think is the Marketing Philosophy of Schaeffer as reflected by the chapters in *Belonging to the Brand*?

In your response to a peer, answer this specific questions. <u>**What is an insight from your peer that is meaningful to you and DIFFERENT from your response. How does the post of a peer inform your view of marketing management in the future?**</u>

Belonging to the Brand: Chapters 4, 5, 6

Is the idea of "the community framework" as illustrated in the story of Dana, really a plausible marketing strategy for most firms? Is this vision of marketing strategy an ideal but not a reality in most cases? What is your argument? Build your case.

In your personal experience, is there an example of a "culture club" that you have been part of, either commercially or personally? If so, did being in this type of community make you more loyal? If not, is this type of community appealing to you? Why or why not?

Belonging to the Brand: Chapters 7, 8, 9

What is a "brand" according to Schaffer? How does this view of a brand compare or contrast with your view of what a brand is, prior to reading this book?

The contention is that a brand community "begins with a purpose." The brand proposition of the PLNU MBA program is "put your life purpose to work." What can the Day-time MBA program do to better create a brand community? Make it clear that you are applying specific information from chapters 7-9 in your response.

Belonging to the Brand: Chapters 10, 11, 12, Conclusion

How would you "measure" success for your firm in your Firm Application Paper if they employed a community marketing strategy? Be specific.

The notion in the book is that Web3 "is decentralization." What does he mean and, if true, do you think that decentralization will make it more or less possible to create "community" through NFT's digital wallets, tokenization and the mtaverse? Develop your argument.

What is a "campfire?" How might it be used in y our world to create a community? Get creative and share an idea.