



Fermanian School of Business
Point Loma Nazarene University
Master of Business Administration
BUS 6055 — Marketing Management 3 Units
Fall 2020

<i>Meeting days:</i> Tuesday	<i>Instructor:</i> Dr. Michael Wiese
<i>Meeting times:</i> Zoom Class Session 9:30 to 12:15	<i>Phone:</i> Office: (619) 849-3268 Mobile: (765) 425-0955
<i>Meeting location:</i> Mission Valley Campus	<i>Email:</i> mwiese@pointloma.edu
On Campus Office Hours <i>You are welcome at my office on the coast campus. Fermanian School of Business 129</i>	Office Hours: I will be available to you via phone, Zoom, Facetime, GoogleMeet or Skype. Please make an appointment for a meeting.

PLNU Mission Statement
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 becomes an expression of faith. Being of Wesleyan heritage, we aspire 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.

COURSE LEARNING OUTCOMES

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

Required Material

1. Schaeffer, Mark (2019), Marketing Rebellion: The Most Human Company Wins, ISBN: 978-0-578-41986-2
2. Kotler, Philip & Keller, Kevin Lane. (2016). Marketing Management, (15th ed.). Pearson. ISBN: 978-0-13-385646-0

Options for buying the Kotler text:

- Point Loma Bookstore
- If you want to purchase direct from Pearson, you can use the link below. This is for the loose-leaf version.

<http://www.mypearsonstore.com/bookstore/marketing-management-student-value-edition-9780134236933>

- If you want to purchase the etext, you can do so directly from Vitalsource.com at the link below:

<https://www.vitalsource.com/products/marketing-management-kevin-lane-keller-v9780133856606>

3. BrandPro Simulation: Simulation: BrandPro. Simulation is \$30. Follow these instructions to register:

Participants will need to:

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

1. Go to <https://shop.stratxsimulations.com/> *(If nothing happens, copy and paste the link in a new browser)*
2. Enter the file number: P5EF2343
3. Tick that box indicating you are not a robot and click ENTER
4. Verify the order and register on the ecommerce site
5. Complete the order process

Please note, that all sales are final. There are no returns or refunds. Please click [here](#), to know our terms & conditions.

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: 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**

ASSIGNMENT AND GRADING

1) Foundations of Marketing Module (50 points)

You are required to take the Foundations of Marketing assignment leveling module. The time to complete the module is estimated at 6 to 9 hours, depending on your previous exposure to the subject.

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

Complete the Peregrine Foundations of Marketing Module by September 6 at 11:59. Scores will be reported to the instructor by Carol Cho in the MBA Office. There is no need to submit a completion certificate.

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. This module is worth 5% of your total course grade. The deadline for completing the module is September 6. The percentage earned on the leveling module post-test will be translated into points earned in this course as follows:

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

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 at the same URL: <https://micro.peregrineacademics.com/pointloma>

The password for the retake module is: **PLNUPAY-1001**

- 2) **Exams** (300 points) There will be two formal exams in this class. The exams are based on the content covered in class and the required readings up to midterm. Exams will be essay questions.
- 3) **Application Homework** (3 @ 25 points each) There are three homework assignments. The goal of the homework is to build specific marketing analysis aligned to the firm that you are reviewing for the Firm/SBU Application Audit.
- 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. Ideally, it will 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 ROI of your proposal? Sell it.
- e) Write an Executive Summary and put it at the front of the Marketing Management Paper

In stages assignments through the semester you will conduct the following lines of analysis:

- Define the marketing philosophy of the firm/SBU
- Create a Situation Analysis, including SWOT, Porter Five-Force Analysis etc. using secondary research
- Conduct a Customer Analysis

- 5) **BrandPro Simulation** (100 points for simulation executive briefing)

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:

- (1) analysis of past performance
- (2) main strategies pursued
- (3) main adjustments made to changes in the environment
- (4) key points learned through past successes and failures
- (5) recommendations for the future

6) **Simulation Peer Evaluation** (50 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.

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.

Lesson Plan Guidelines:

For this assignment, become the expert on the selected topic and figure out the best way to teach the other students in the class about the topic. Make sure the following aspects are included in your lesson plan:

- (1) Define the topic and relate it to the overall course content.
- (2) 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?
- (3) The lesson plan should take students approximately 15 minutes to present in class.
- (4) You must include one discussion question to engage students in class on your topic.

8) **In-Class Activity/BrandPro Quiz** (80 points): Class sessions will regularly have an in-class experience. These activities will be for points. Students must be present (or have a pre-approved absence granted by the instructor) to earn these points.

9) **Marketing Rebellion and Other Discussions** (70 points): Students will respond to the questions below related to the book and then engage in an online conversation for assigned chapters in the *Marketing Rebellion* book.

- i) What are the BIG points being made in the chapter?
- ii) How does it compare and contrast with the view of marketing management from Kotler?
- iii) What is the TAKE AWAY that should inform marketing management in the future?

ASSESSMENT ACTIVITIES

Individual Work:

Foundations of Marketing Module	50
Exams	300
Application Homework (3@ 25 points each)	75
Firm/SBU Application Project	200
In-class Activities	80
Marketing Rebellion Posts	<u>70</u>
	775

Group Work:

BrandPro Simulation Briefing	100
BrandPro Simulaton Peer Evaluation	50
Team Lesson Plan: (Content=50, Team Presentation=25)	75

Total Course Points:

225
1,000

Grading Scale:

A: 930 – 1,000	B+: 870 – 899	C+: 770 – 799	D+: 670 – 699	F: 0 - 599
A-: 900 – 929	B: 803 – 869	C: 730 – 769	D: 630 – 669	
	B-: 800 – 829	C-: 700 – 729	D-: 600 – 629	

COURSE CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3 unit class delivered over 15 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request.

INCOMPLETES AND LATE 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.

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, Rev. Gordon Wong, who is available during class break times across the week. If you have questions for, desire to meet or share a prayer request with Rev. Wong you can contact him directly at mvchaplain@pointloma.edu or gordonwong@pointloma.edu. Rev. Wong’s cell number is 808-429-1129 if you need a more immediate response.

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.

STATE AUTHORIZATION

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student’s responsibility to notify the institution of any change in his or her physical location. Refer to the map using the below link to view which states allow online (distance education) outside of California.

<https://www.pointloma.edu/offices/office-institutional-effectiveness-research/disclosures>

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 Academic Policies in the Graduate and Professional Studies Catalog for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center. (DRC@pointloma.edu or 619-849-2486). The DRC's policies and procedures for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Section 504 (a) prohibits discrimination against students with special needs and guarantees all qualified students equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses.

If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all **synchronous** class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions (virtual or face-to-face), 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 drop date or, after that date, receive the appropriate grade for their work and participation. In some courses, a portion of the credit hour content will be delivered **asynchronously** and attendance will be determined by submitting the assignments by the posted due dates. See [Academic Policies](#) in the Graduate and Professional Studies Catalog. If absences exceed these limits but are due to university excused health issues, an exception will be granted.

Asynchronous Attendance/Participation Definition

A day of attendance in asynchronous content is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards will result in an absence for that day. Instructors will determine how many asynchronous attendance days are required each week.

Fully online 3-unit courses only:

Students taking online courses are expected to attend each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes posting in a graded activity in the course. (Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.)

Students who do not attend at least once in any 3 consecutive days will be issued an attendance warning. Students who do not attend at least once in any 7 consecutive days will be dropped from the course retroactive to the last date of recorded attendance.

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.

Hybrid 3-unit courses only:

At Point Loma Nazarene University, attendance is required at all scheduled classes. Hybrid format means some class meetings will be face-to-face and some will be online. Attendance in the face-to-face classes is to be for the entire time of the class. Arriving late or leaving early will be considered a partial absence. A day of attendance in an online class is determined as contributing a substantive note, assignment, discussion, or submission that adds value to the course as determined by the instructor. Three days of attendance are required each week.

USE OF TECHNOLOGY

In order to be successful in the online environment, you'll need to meet the minimum technology and system requirements; please refer to the *Technology and System Requirements* information. Additionally, students are required to have headphone speakers compatible with their computer available to use. If a student is in need of technological resources please contact student-tech-request@pointloma.edu.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

FINAL EXAMINATION POLICY

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

LATE 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. Any assignment submitted one day late will be deducted 20%. Assignments submitted more than one day late will be deducted 40%. If there are circumstances that justify consideration, please contact the instructor prior to the due date/time to seek permission for late submission.

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. Please remain in the classroom during sessions unless there is a medical emergency that requires leaving. Ask permission from the instructor prior to leaving. Do not walk out during a lecture or a presentation unless medically required. Thank you.

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.

COURSE SCHEDULE AND ASSIGNMENTS

	Topics & Activities	Reading/Discussions	Homework/Assignments Due	Lesson Plan/Marketing Rebellion	Simulation
1 9/1 Tuesday	Introduction to the course	Defining marketing, philosophy and practice	Complete the Peregrine Foundations of Marketing Module by September 6 at 11:59	Select Lesson Plan Topic	Form Simulation Teams
2 9/8	Chapter 1 <i>Understanding</i>	Read Kotler Chapter 1	Select a firm/SBU for Firm Application	Marketing Rebellion	

	<i>Marketing Management</i>	Marketing Rebellion Chapter 1	assignment by September 11 at 5:00pm. Submit on Canvas.	Chapter 1 Discussion	
3 9/15	Chapter 2 <i>Developing Marketing & Strategic Plans</i>	Read Kotler Chapter 2 Marketing Rebellion Chapter 2		Marketing Rebellion Chapter 2 Discussion	Introduction to the BrandPro simulation Register for the Brand Pro simulations
4 9/22	Chapters 5 <i>Analyzing Consumer/Business Markets</i>	Read Chapters 5	Marketing Philosophy Homework submitted on Canvas by 5:00pm, September 25		BrandPro Team CliftonStrengths Discussion, 11:00-12:15
5 9/29	Life of a Marketing Manager: Mr. Rick Bravo, Senior International Business Development Manager at HP	Marketing Rebellion Chapter 3		Marketing Rebellion Chapter 3 Discussion Lesson Plan-Search Engine Optimization (SEO)	Register for the Brand Pro simulations
6 10/6	Chapter 9 <i>Identifying Market Segments & Targets</i>	Read Chapter 9 Marketing Rebellion Chapter 4	Situation Analysis Homework submitted on Canvas by October 9 at 5:00pm	Marketing Rebellion Chapter 4 Discussion Lesson Plan-Artificial Intelligence applications in Marketing	Introduction to the simulation Practice Rounds for BrandPro due on October 12
7 10/13	Chapters 10 <i>Crafting the Brand Positioning</i>	Read Kotler Chapter 10		Lesson Plan-Social Media Marketing	
8 10/20	Mid-Term Exam – Kotler Chapters 1, 2, 5, 9, 10				
9 10/27	MBA Co-Curricular Week				Complete year one and two for BrandPro Simulation by

	Attend the MBA EDE Event on Wednesday				Friday, October 30 at 5:00pm
10 11/3	Chapter 13 <i>Setting the Product Strategy</i>	Read Kotler Chapter 13 Marketing Rebellion Chapter 5	Customer Analysis Homework submitted on Canvas by 5:00pm, November 6	Marketing Rebellion Chapter 5 Discussion Lesson Plan- Branding in a World of Reviews	
11 11/10	Chapter 16 <i>Developing Pricing Strategies & Programs</i>	Read Kotler Chapter 16 Marketing Rebellion Chapter 6		Marketing Rebellion Chapter 6 Discussion Lesson Plan- Influencer Marketing	Complete year three-five for the BrandPro Simulation on November 14
12 11/17	Chapter 17 <i>Designing & Managing Integrated Marketing Channels</i>	Read Kotler Chapter 17 Marketing Rebellion Chapter 7		Marketing Rebellion Chapter 7 Discussion Lesson Plan- CSR and Causes	Submit your team's BrandPro Management Briefing, Friday, November 20 at 5:00pm Complete BrandPro Peer evaluation by November 21
No class on November 24	Happy Thanksgiving				
13 12/1	Chapter 19 <i>Designing and Managing IMC</i>	Read Kotler Chapter 19 Marketing Rebellion Chapter 8 & 9		Marketing Rebellion Chapters 8 & 9 Discussion Lesson Plan- Marketing During a Crisis	
14 12/8	Chapters 21 <i>Managing Digital Communication & Chapter 22 Managing</i>	Read Chapters 21 & 22	Firm/SBU Application Audit Due Friday,		

	<i>Mass & Personal Communication</i>		December 11 at 11:59pm		
15 12/15	Final Exam				Have a wonderful break. Merry Christmas and Happy Holidays

Lesson Plan
Fall 2020
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 present 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 2020.
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.

Presentations will be videotaped and the video will be distributed to the team members for viewing.

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 5: Search Engine Optimization: Will SEO remain a critical part of the way that the Marketing Manager will find/get/keep customers in the next five years?

Week 6: Artificial Intelligence Applications in Marketing: What ways will AI change the nature of Marketing and the job of the Marketing Manager in the future?

Week 7: Social Media Marketing Trends: Will recent developments regarding social media will lead to a decrease in spending on these platforms in the post-COVID era?

Week 10: Branding in a World of Reviews: Because of the advent of reviews, will the creation of a strong brand message be as important in the future, as it has historically been?

Week 11: Influencer Marketing: Is the effectiveness of the social influencer as a part of the marketing communication plan decreasing in 2020 compared to recent years?

Week 12: Corporate Social Responsibility and Causes: Is it wise in 2020 for the Marketing Manager to advocate for the brand to take a specific position on a social (and potentially political) cause?

Week 13: Marketing During a Crisis: How can a firm do to take advantage of a crisis, such as pandemic that causes a recession? What actions/reactions are recommended to marketing managers?