



**Fermanian School of Business  
Point Loma Nazarene University  
Master of Business Administration  
BUS 6055 — Marketing Management 3 Units  
Fall 2024**

<i>Meeting days:</i> Monday	<i>Instructor:</i> Mary Beth McCabe
<i>Meeting times:</i> 5:30 – 8:15 p.m.	<i>Phone:</i> Mobile: (858)488-2867
<i>Meeting location:</i> MV316 (Mission Valley)	<i>Email:</i> <a href="mailto:mmccabe@pointloma.edu">mmccabe@pointloma.edu</a>
On Campus Office Hours <i>You are welcome at my office on the coast campus. Fermanian School of Business Room 134</i>	<i>Mission Valley Office Hours: By appointment only.</i>

**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).

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5. Collaborate as an effective team member when making strategic marketing decisions (PLO 7).

## ***TEXTBOOK AND OTHER LEARNING RESOURCES***

### Required Material

1. Schaeffer, Mark (2023), *Belonging to the Brand: Why Community is the Last Great Marketing Strategy*, ISBN: 9781733553391
2. Kotler, Philip, Kevin Lane Keller & Alexander Chernev. (2022). *Marketing Management*, (16th ed.). Pearson. ISBN-13: 9780135887158. Here is a link for the e-textbook:  
<https://www.pearson.com/store/p/marketing-management/P100003054015/9780137344161>

## **ASSIGNMENTS**

- 2) **Mid-term & Final Exams** (250 points total) There will be two exams in this class. Each exam is based on the content covered in class and the required readings. Both exams will be essay questions based on a case provided by the professor.
- 3) **Firm/SBU Application Assignments** (6; 100 points total) There are six homework assignments linked to the Firm/SBU 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 Paper & Presentation** (200 points): Each student will be paired with another student of their choice and together the team will select a firm within a firm to directly work with to come up with a comprehensive plan 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 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 roughly 15-25 pages, plus an Executive Summary which you write last (appendices are allowed included).

### Firm/SBU Application Project Assignment Requirements:

Submit a comprehensive marketing plan and report to management. **Write it as if you are submitting to an owner, marketing manager or Chief Marketing Officer for consideration.** Use a 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 integrated communications plan that will achieve the SMART Marketing Objective? See the Instructions to ensure you include a comprehensive plan.
- e) What is the projected ROI of your proposal? Sell it.
- f) Write an Executive Summary and put it at the front of the Marketing Management Paper.

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- 5) **Firm/SBU Application Project & Lesson Plan Presentation Peer Evaluations** (100 points total): Team members will be required to complete confidential critiques of each team member's performance. Peer Evaluations must be submitted by each team member. Students will submit one peer evaluation for the Firm/SBU Application Project and one for the Lesson Plan Presentation.
- 6) **Lesson Plan** (100 points) Teams of students will develop a lesson plan 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. A portion of the presentation grade will be for individual presentation performance.

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:

- 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 25 minutes to present in class. • You must include three discussion questions to engage students in class on your topic.

- 7) **Class Participation & Attendance** (100 points at the discretion of the faculty member): Class sessions will regularly have an in-class experience, such as a "chalk talk" These activities will be for points. You must be present 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 evidence 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 activities.

- 8) **Belonging to the Brand Canvas Discussion** (100 points): Students will respond to the questions below related to the book and then engage in a 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:**

Mid-term Exam and Final Exam 250  
 Application Homework (6; 100 points total) 100  
 Lesson Plan Personal Presentation Assessment 25  
 Belonging to the Brand Discussion 100  
 Individual Class Participation 150

**625****Group Work:**

Firm/SBU Application Paper 200  
 Firm/SBU & Lesson Plan Peer Evaluations 100  
 Team Lesson Plan: (Content=50, Team Presentation=25) 75

**375****Total Course Points: 1,000****Grading Scale:**

A: 93– 100%	B+: 87- 89.9%	C+: 77 – 79.%	D+: 67 – 69.9%	F: 0 – 59.9%
A-: 90– 92.9%	B: 80– 86.9%	C: 73 – 76.9%	D: 63 – 66.9%	
	B-: 80 – 82.9%	C-: 70 – 72.9%	D-: 60 – 62.9%	

**LATE ASSIGNMENTS**

Late assignments will receive a zero. ALL assignments must be submitted on Canvas.

**CLASSROOM ETIQUETTE**

The class will begin at 5:30 p.m. and students are expected to be in the classroom and ready to begin at 5:30. If you must 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.

**INCOMPLETES**

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 who is available during class break times across the week. If you have questions for or a desire to meet or share any prayer requests with the onsite chaplain, you may email Dr. Sylvia Cortez Masyuk at [scortezm@pointloma.edu](mailto:scortezm@pointloma.edu).

In addition, on the MV campus there is a prayer chapel on the third floor. It 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.

## **ARTIFICIAL INTELLIGENCE (AI) POLICY**

You are allowed to use alternative sources of intelligence (AI) tools (e.g., ChatGPT, iA Writer, Gemini, etc.) in this course for first drafts ONLY. Any work that utilizes AI-based tools must be cited per APA 7<sup>th</sup> edition guidelines. Here is an example of proper a citation:

OpenAI. (2024). *ChatGPT* (version 3.5) [Large language model]. Retrieved from <https://chat.openai.com/chat>.

Plagiarism is defined as using or taking credit for someone or something else's work without permission or acknowledgment. If you use AI tools to generate work in this course and do not properly cite it then it is considered plagiarism and will be reported to the university as an Academic Integrity violation. Students must provide a copy of the AI-generated work along with the proper citation. *The AI-generated work is not sufficient.* You must "own" the work by making revisions that align with the specific assignment objective(s) and it must be clear that your final submission is uniquely your "own" work. Credit will not be given for AI-generated work without evidence of your "human touch."

## **PLNU RECORDING NOTIFICATION**

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In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel.

Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited.

## **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 the [Academic Honesty Policy](#) in the Graduate and Professional Studies Catalog for definitions of kinds of academic dishonesty and for further policy information.

## **PLNU ACADEMIC ACCOMMODATIONS POLICY**

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities in accordance with the Americans with Disabilities Act (ADA). Students with disabilities may request course-

related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center ([EAC@pointloma.edu](mailto:EAC@pointloma.edu) or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will work with the student to create an Accommodation Plan (AP) that outlines allowed accommodations. The EAC makes accommodations available to professors at the student's request. 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. Accommodations are not retroactive so clarifying with the professor at the outset is one of the best ways to promote positive academic outcomes.

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. Students cannot assume that because they had accommodations in the past, their eligibility at PLNU is automatic. All determinations at PLNU must go through the EAC process. This is to protect the privacy of students with disabilities who may not want to disclose this information and are not asking for any special accommodations.

### **PLNU ATTENDANCE AND PARTICIPATION POLICY**

Regular and punctual attendance at all classes is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class meetings, the faculty member can file a written report which may result in 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. See [Academic Policies](#) in the Graduate and Professional Studies Catalog for additional detail.

### **USE OF TECHNOLOGY**

In order to be successful in your course, 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, microphone, or webcams compatible with their computer available to use for any online or hybrid classes. Please note that any course with online proctored exams require a computer with a camera (tablets are not compatible) to complete exams online.

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.

	<b>Topics &amp; Activities</b>	<b>Reading/Discussions</b>	<b>Homework/Assignments Due</b>	<b>Lesson Plan</b>
1 9/2	Light Week	Review the course material on Canvas and read the syllabus		Select Lesson Plan Topic
2 9/9	Chapter 1 <i>Defining Marketing for the New Realities</i>	Read Kotler Chapter 1  Belonging to the Brand Chapter 1 &		Form Firm/SBU Teams

		2 (Canvas Discussion)		
3 9/16	Presentation Skills (5:30p-7p)  Chapter 2 <i>Marketing Planning and Management</i>	Read Kotler Chapter 2  Belonging to the Brand Chapter 3 & 4 (Canvas Discussion)	Select a firm/SBU for Firm Application assignment by Sept 22 <sup>nd</sup> at 11:59 p.m. Submit on Canvas.	
4 9/23	Chapter 3 and 4 <i>Analyzing Consumer and Business Markets</i>	Read Kotler Chapters 3 & 4  Belonging to the Brand Chapter 5 and 6 (Canvas Discussion)	SMART Marketing Objective submitted on Canvas by Sept 29 <sup>th</sup> at 11:59 p.m.	
5 9/30	Chapters 5 <i>Conducting Marketing Research</i>	Read Kotler Chapter 5  Belonging to the Brand Chapter 7-9 (Canvas Discussion)		Search Engine Optimization (SEO)
6 10/7	Chapter 6 <i>Identifying Market Segments &amp; Targets</i>	Read Kotler Chapter 6	U - Situation Analysis Homework submitted on Canvas by Oct 13 <sup>th</sup> at 11:59 p.m.	Prompt Engineering
7 10/14	Chapters 7 <i>Crafting the Brand Positioning</i>  Mid-term Exam Prep-Session	Read Kotler Chapter 7		Branding Personality Framework Relevance

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8 10/21	Mid-Term Exam – Kotler et al Chapters 1, 2, 3, 4, 5, 6, 7			
9 10/28	Chapter 8 <i>Designing Value</i>	Read Kotler Chapter 8		

10 11/4	Chapter 10 <i>Designing Value and Branding</i>	Read Kotler Chapter 10		
11 11/11	Chapter 12 <i>Communicating Value</i>	Read Kotler Chapter 12	C- Customer Analysis Homework submitted on Canvas by Nov 17 <sup>th</sup> at 11:59 p.m.	Social Media Marketing (SMM)
12 11/18	Chapter 13 & 14 <i>Communicating Value</i>	Read Kotler Chapters 13 & 14	A- Activate Solutions & Marketing Recommendations Homework submitted on Canvas by Nov. 24 <sup>th</sup> at 11:59 p.m.	Influencer Marketing
13 11/25	Chapter 15 <i>Delivering Value: Designing &amp; Managing Integrated Marketing Channels</i>  Chapter 17 <i>Managing Growth</i>	Read Kotler Chapters 15 & 17	M- Measure Results Homework submitted on Canvas by Dec 1 <sup>st</sup> at 11:59 p.m.	Big Data
14 12/2	Chapter 19 <i>Building Customer Loyalty</i>	Read Kotler Chapter 19	Firm/SBU Application Paper Due Sunday, Dec 7 <sup>th</sup> at 11:59 p.m.	Mindful Marketing
15 12/9	SBU/Firm Presentations  Final Exam Review			
16 12/16	Final Exam – Kotler et al Chapters 8, 10, 12, 13, 14, 15, 17, 19			Have a wonderful break!



## Lesson Plan

Fall 2024

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

This learning activity will:

1. Provide a current perspective of important topics that impact Marketing Management in 2024.
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 a topic during the Light Week.

Week 5: Search Engine Optimization: Will SEO remain a critical part of the way that customers find a company on the Internet and Marketing Managers get and keep customers over the next five years?

Week 6: Prompt Engineering in Marketing: What ways will prompt engineering change the nature of Marketing and the job of a Marketing Manager in the future?

Week 7: Does the brand personality framework developed by Aaker still shape consumer behavior today?

Week 11: Social Media Marketing (SMM): Are brands perpetuating the addictive nature of social media? How can a Marketing Manager effectively use SMM to reach the next generation of consumers (Gen Z and Gen Alpha) in a way that is socially responsible?

Week 12: Influencer Marketing: Is the effectiveness of the social influencer as a part of the marketing communication plan decreasing in 2023 because of the emerging business environment from the Pandemic?

Week 13: Big Data: Marketing managers that win in a global marketplace are those that make decisions based on data rather than guesswork. Will data continue to drive decisions marketing managers make about integrated marketing communications?

## FIRM/SBU APPLICATION PROJECT INSTRUCTIONS

As a learning exercise in this course, you will, as part of a team, write a comprehensive marketing plan for the firm selected in the Firm/SBU Application project. The marketing plan is a component within the overall Firm/SBU Application project and contains four parts, to be turned in according to the class schedule and the specific instructions.

- Write in business professional language throughout the paper (third person, NOT first person). •

You will use the UCAM approach for this project.

- o Uncover a Need/Problem
  - o Connect to the Market
  - o Activate Solution
  - o Measure Results
- Finally, but perhaps most important – develop your analysis and present it in a way that will impress the company and instructor. The material must be consistent with good marketing theory and philosophy. The instructor will grade the strategy based on the appropriate application of the theory and based on how innovative the content suggestions are. But this is also a practical paper designed to provide the company with a viable strategy to be implemented upon completion of the course. Creativity is valued. Have fun with this part of the project!

The plan contains four parts, see below for details:

### 1. Part 1: Uncover a Need/Problem (Objective and Situation Analysis)

- 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. SWOT Analysis – Examine current content published on all the company’s owned platforms (website, email, search, online ads and social media) and identify its strengths, weaknesses, opportunities and threats.
- c. 5 C’s Analysis – Examine the current market and complete the template provided by the professor.
- d. Compare the results of the SWOT and 5 C’s analyses and determine the best generic strategy based on Porter’s Generic Strategies (Cost Leadership, Differentiation, Cost Focus or Differentiation Focus)
- e. Need/Problem clearly identified in the market – provide enough context to fully explain how the business meets a real need or solves a real problem in the market.

### 2. Part 2: Connect to the Market (Primary Buyer Persona Development)

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- a. After research and collaboration with the site official, what is the analysis that builds context for your marketing recommendations?
- b. Buyer Persona Development - You must do secondary research and create the ideal buyer persona for the company. I want you to create an actual person, give it a name, and then creatively display the persona in your paper. The persona needs to match the SMART objective for the overall marketing

strategy. Explain exactly where the persona is online, how your company can reach the persona online and what the online habits are (how often does it check email, go on social media, which social media accounts it has, etc.). Cite your secondary research in-text using APA format and at the end as a reference page. Be creative in how you design each buyer persona in your paper.

3. Part 3: Activate a Solution (Integrated Marketing Communications)

- a. IMC Message - Develop a message your company will communicate to the market that meets a specific need. How is this message different from what competitors are communicating in the market right now?
- b. What are your recommendations to marketing management for improvements to the marketing efforts that will achieve the specific marketing objective?
- c. What is the integrated communications plan that will achieve the SMART Marketing Objective? Select at least five tactics and explain each one thoroughly. Give a detailed description of how each tactic matches the primary buyer persona developed in part 2.

4. Part 4: Measure Results (What is the Net Marketing Contribution (NMC)?)

- a. What is the projected ROI of your proposal? Sell it.
- b. Describe the NMC.