

CSUN MKT 304

LARRY STEVEN LONDRE

INTRODUCTION TO MARKETING MANAGEMENT

SPRING 2010 #18735

MONDAY

7:00 to 9:45PM

SYLLABUS

"We are who we are in good measure because of what we have learned and what we remember."

Nobel Laureate Dr. Eric R. Kandel

Dear CSUN Student:

Volunteering in college to teach fifth and sixth graders reading and math was the start of my teaching career. I have always enjoyed teaching. My full-time job is in strategic marketing, advertising, promotion and media and have worked at several companies and in advertising or promotional agencies. I'm also an expert witness, testifying in federal and state courts on marketing, advertising, the advertising agency business, clients, trademarks/intellectual property, media matters and more.

I am pleased that you have enrolled in OUR class. I have taught marketing, advertising, strategy formulation/implementation, global marketing, promotion, media and communication to undergraduates and graduate students at CSUN (College of Business & Economics), USC (Annenberg School For Communication, Marshall School of Business, and School of Journalism), Loyola Marymount and Pepperdine (Graduate School of Business). I have an affinity for CSUN. I've taught several graduate and undergraduate, Marketing/ IMC/ Advertising classes at CSUN. I started teaching at CSUN in 1975.

Twice I have received the "Polished Apple" award from CSUN, in 2006 and in 2008, and I'm proud to have received teaching and mentoring awards from the USC Parent's Association.

Success is achieved by staying ahead of the competition. In the global economy it is essential to have greater agility, better marketing, promotion and media savvy, plus have the ability to innovate in the marketplace. Using "real-world" marketing, planning, promotion, marketing/advertising exercises and materials, we will study and discuss several different topics and industries:

- practices, "real-world" actions, theories and concepts proving themselves as viable activities and actions for generating sales, customer traffic and revenue
- identifying what is important and applying concepts to demonstrate understanding of Marketing principles
- marketing, promotion and media's important role to an organization--- both for profit and non-profit
- analyzing the demands for segmentation, targeting, and positioning (STP)
- developing strategies and tactics, including global markets
- the changing media environment
- how the marketplace is complex and changing with new competitors, technological advances, pricing changes, new media mixes, marketing suppliers, new laws, distribution channels, strategic partnerships, and diminished customer loyalties.
- finding strategic information for decision makers
- developing new products/services, and the elements of the marketing mix. My 9P's.
- looking at the availability, advantages and disadvantages of the promotion mix
- reviewing the importance of communication, selling, media and advertising
- exploring the many worlds of media and the Internet
- reviewing the aspects of implementation and control

Our field of study will be broad, as students come from a variety of fields. It's important to note that much can be learned by working and thinking "outside the box"---and outside your own background and experiences. The class is designed to involve you in a meaningful career in marketing, advertising, planning, branding, PR or management with a solid understanding of vernacular and materials. We will explore many different industries---from retail to entertainment, and from food to technology.

Please come to class well prepared. You will hurt yourself and your team by not attending and not reading. Some readings will be long, especially the cases. If you don't read the materials ahead of the assignments they will be more difficult. You will need to spend time reading and preparing for the classes, projects and exercises. There is a great deal to cover and on many subjects we will only explore the headlines, but on these topics I want you to know there is more for you to find if it pertains to your job or your future.

Knowledge is power. And can be fun. I look forward to meeting and spending time with you. Please fill out the attached personal fact sheet and deliver it to me today.

Let's enjoy each other's company.

"Before everything else, getting ready is the **secret of success.**" Henry Ford, American industrialist, inventor

"If you practice the way you play, there shouldn't be any difference. That's why I practiced so hard. I wanted to be prepared for the game."
Michael Jordan, American basketball player & business person

Larry Steven Londre
SPRING 2010
MKT 304 Intro to Marketing Management
Londre@csun.edu

Lab Hours: To be arranged with TA's; please appreciate them and they will help you. They will be in the Marketing Lab (2107) throughout the semester to assist with your needs, particularly with written assignments and projects. At least 40 hours of scheduled lab assistance is available and will be posted on the door of the lab.

E-mail: **Londre@csun.edu** **ONLY, Please identify our 304 Class, and YOUR TEAM number.**

Office Hours: 6:00-7:00PM Mondays. Or make appt. I will be at our class every Monday before class to be available and make a great class for you.

Telephone: 310/889.0220 business

MKT 304. Marketing Management (3):

Prerequisites: Either 1) ECON 160 or 300 and a college-level statistics course or 2) ECON 160 or 300 and MKT 100. BUS 302 and 302L are co/prerequisites for Business majors.

Introduction to Marketing Management's role in an organization's business strategy. Topics include marketing management strategy, implementation, and control; customer satisfaction and consumer behavior; product development; pricing strategy; marketing communications and promotion; distribution; international marketing; and marketing environment, laws, and ethics. To enhance critical thinking, communication skills, and leadership skills, the course work normally includes such elements as classroom discussion, case analyses, computer simulations and experiential exercises, and written and oral presentations.

Objectives: Nature and Purposes of the Class

This course deals with marketing, communications, promotion and media. The course (which is my 79th semester of teaching) covers:

1. An understanding of the vital roles of Marketing within domestic and global companies. Today, companies must critically rethink their planning, business mission, marketing, products, pricing, promotion, distribution, targeting, partners, media, and integrated strategies.
2. Through weekly lectures, readings, cases, computer simulations, discussions and projects, students will analyze tasks and procedures utilized in progressive companies. Students will gain a lasting knowledge of challenges, questions and opportunities in whatever company or industry they are in or may be in.
3. Understanding the CEO's responsibilities for developing a well-managed "customer driven" organization.
4. Sound marketing practices, processes, policies and techniques will be illustrated and explored.
5. An awareness of the major types of problems faced by organizations, with an emphasis on effective marketing decision-making.
6. Preparing students for a career in marketing, communications, media, advertising and management with a solid understanding of the materials. Class time will be devoted to extending, probing and applying concepts from the readings. The class will be far **more practical than theoretical.**

"Always **dream and shoot higher** than you know you can do. Don't bother just to be better than your contemporaries or predecessors. Try to be better than yourself."
William Faulkner, Novelist, writer, won Nobel Prize

"Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it."
Raymond Chandler

Materials

Two options to save you money on the best materials for 304: The best textbook is Principles of Marketing by Kotler and Armstrong Pearson/Prentice Hall 13th edition (13e); New in '09; it will not work for you and for your teammates to have another edition: ISBN 9780136079415 (There is no financial incentive for me; not a dime; I want you to use the best materials and book.)

1. Buy the book (loose leaf printed, 4/c textbook and mymarketinglab at the CSUN bookstore with ISBN 0558244211 for \$140.75 or
2. Go to <http://www.mymktlab.com/> as a first time user and register for The Mymarketinglab, with eBook for \$65.00.
3. For both options, after you have an access code and have logged in, use Access/Course Code **CRSCDNR-215669** to see our 304 course in mymarketinglab.

4. Your access code is different than the 304 MKT Course Code (CRSCDQE-36483). The access code would look something like our example format: PARTS-MEYER-THOLE-PICON-HARRY-MEYER
5. Students must enter the correct Course Code, so they can access the exact Marketing materials and eBook we have selected for 304. If you get a book other than the one with ISBN 0558244211 at the bookstore, you will not get the eBook and materials that are contained in MyMarketingLab for 304. And you will purchase the access code online.

“My philosophy is that not only are you responsible for your life, but doing the best at this moment puts you in the best place for the next moment.”

“If we did all the things we are capable of doing, we would literally astound ourselves.”

Thomas Edison, American inventor and businessman

Class Dates

January 25

Topics: Introduction, Discussion of Course Objectives, Assignments and Projects/Marketing’s Role in the Marketplace/ Managing/ Marketing Strategy/ Partnering/Profitable Customer Relationships/ Marketing Mix
Reading: Introduction, Syllabus (Please fully read the syllabus twice.)
Chapter 1 (*Chapters are always to be read before our class.*)
 Review organization of assignments and projects. **Bring questions to each class during our semester. I will be early to each class, for your questions.**
Case: Ronco/Wacky Products

Look for marketing term definitions at: http://www.marketingpower.com/_layouts/Dictionary.aspx?dLetter=M

February 1

Topics: Defining Marketing’s Role in the Marketplace/ Managing Marketing Strategy/ Partnering/Profitable Customer Relationships/ Marketing Mix
Chapter 1, Chapter 2 (*Chapters are always to be read before our class.*)
Case: Smile
Quiz on <http://www.mymktlab.com/>
(You earn points for each chapter. Quiz on Chapters 1, 2; all quizzes will need to be completed by 6:45PM of that night’s class; they cannot be rescheduled.)

February 8

Topics: The Marketing Environment/Marketing Planning/Making Customer Connections/Marketing Information/Positioning
Reading: Chapter 3, Chapter 4 (*Chapters are always to be read before class.*)
Speaker: Bruce Silverman, Marketing, Advertising and Media consultant,
“Positioning... the most important decision every marketer has to make.” From page 9, 50 (Kotler, Armstrong): Every company must decide how it will serve targeted customers—how it will differentiate and position itself in the marketplace. Positioning is arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of target consumers.

Speaker Assignments: Assignment A1 thru Assignment A6 or thru Assignment A7: Write Key Points learned from guest speaker (one page); due following class after speaker. There are eight or nine of these speaker assignments throughout the semester.

When we have a speaker I will ask for one sheet or two (single spaced, typed) on the six to seven major points which relate to the speaker’s subject matter, questions from the class, plus related to the chapter reading assignments. You will earn additional points when you add concepts and terms from the chapters.

Speaker Assignments: A1 (Key Points), A2 (Key Points), A3 (Key Points), A4 (Key Points), A5 (Key Points), A6 (Key Points), A7 (Key Points). These assignments are throughout the semester.

This first speaker assignment (Assignment A1) and the following ones are not a team or partnership assignment. If you miss the speaker, you miss the points and score. There may be one Case Discussion /Key Points which I will also mention in class that you will hand in this same assignment, the following week. See format, at end of syllabus, under assignments.

This week, we’ll pick Teams for Projects and one assigned company.

February 15

Topics: The Marketing Environment/Marketing Planning/Making Customer Connections/Consumer Behavior/ Managing Marketing Information

Reading: Chapter 5

Speaker: Rob Alen, Manager, Corporate Relations, America Honda (2/15)

Quiz on mymarketinglab.com (Chapters 3-5); You earn points for each chapter. Quiz on Chapters 3-5; all quizzes will need to be completed by 6:45PM of that night's class; cannot be rescheduled.)

First Speaker Assignment, #A1-Silverman due February 15. Key Points learned from guest speaker, plus concepts/strategies (one page); due following class after speaker.

February 22

Topics: Consumer Markets and Consumer Buyer Behavior/ Business Markets and Business Buyer Behavior

Reading: Chapter 6

Speaker Assignment A2-Alen due on 2/22; Key Points learned from guest speaker, plus concepts/strategies (one page); due following class after speaker.

Project #1: Different Marketing Mix Strategies or Different Targets (Due 2/22)

Marketing Mix= (Product, Price, Promotion, Place) or People (Target)

Be sure you've read the chapters carefully. Work in teams of two. (Choose a partner.)

Pick someone you don't know, or someone on your team. As a team of two, select two print ads (Newspaper or Magazine---not from the Internet) for two brands in the same product or service category that have different marketing strategies or different target markets or audiences. Include where (specific newspaper(s) or magazine(s)) you found the ads. Remember that publications have different targets --especially using our demographic, geographic and psychographic characteristics. Which publications did you choose? What are the strategies or targets? Comment. Add specifics on strategies from your readings.

Do not pick perfume, fashion or alcohol products. At least one (1) "typed" page (single-spaced) is needed for each ad. No more than two pages each per team. Attach ad to each sheet. Staple and clip everything together. Add your team numbers on the front page. Two ads, plus two sheets for a total of four pages per team of two.

"The secret of success in life is for a man (or woman) to be ready for his opportunity when it comes."

Benjamin Disraeli (1804-1881) British statesman and prime minister

"Success comes to people who worry more about what they have to do to get ahead than what is happening to other people."

March 1

Topics: Marketing Strategy/Segmentation, Targeting, and Positioning (STP)

Reading: Chapter 7

Midterm/Quiz on <http://www.mymktlab.com/> (Chapter 1-7, plus emphasis on Chapters 6-7); You earn points for each chapter, plus this Midterm. This midterm must be completed by March 2 at 9PM; cannot be rescheduled.)

March 8

Topics: Product, Services, and Branding Strategies

Reading: Chapters 8

Project #2: (For Team) TEAM Meeting Update (Due 3/8; full, completed project assignment due 4/12)

List of individual assignments, timing and responsibilities. Include first individual evaluation sheets. Add a specific timeline and individual responsibilities, plus a team photo with everyone identified.

March 15

**Topics: Product, Services, and Branding Strategies/
New-Product Development and PLC Strategies**

Reading: Chapter 9

Guest Speaker: Jason Elm, SVP, Group Creative Director, Deutsch Advertising

Quiz on mymarketinglab.com (Chapters 17); You earn points for each chapter. Quiz on Chapter 17; all quizzes will need to be completed by 6:45PM of that night's class; they cannot be rescheduled.)

Speaker Assignment #A6-Hardt due. Key Points learned from guest speaker (one page); due following class after speaker. . Remember to add concepts from the readings for points.

May 3

Topics: Marketing & YOU / Use Marketing Principles to Land that Great Job/Wrap up

Speakers: Cathie Kanuit, Partner, Brown, Van Remmen, Kanuit, Marketing Recruiters; Kenneth W. Keller, STAR Business Consulting, Inc., Renaissance Executive Forums of North LA County; Lynnette Ward, Career Management Consultant, Right Management

Attendance is mandatory. This is a great, personal, learning experience.

As head coach of the NFL's Oakland Raiders, John Madden had three simple rules for the men playing on his teams: **"First, be on time; second, pay attention; third, come dressed to play."**

"I am **still learning.**"

Michelangelo (1475-1564), Italian sculptor, painter, architect and poet

| <u>Approximate Allocation of Grades</u> | | <u>Approximate Percentage</u> |
|---|---|-------------------------------|
| Key Points from each Guest Speaker | Speaker Assignments (#A1 thru A6/A7) | 10 |
| Different Marketing Mix Strategies/ Targets | Assignment/Project #1 | 5 |
| Quizzes/Midterm | | 35 |
| Team Update/ Timeline/Responsibilities/ Evaluations | Assignment/Project #2 | 10 |
| Team Assignments for Blackberry, Apple, Starbucks, Google, including peer evaluations | Assignment/Project #4 | 25 |
| Class participation, including presentations | | <u>15</u> |
| | | 100% |

"Tell me and I forget. Teach me and I remember. Involve me and I learn."

Benjamin Franklin, American statesman, writer, scientist & printer

Past experience shows that success is related to:

- **Reading and completion of assignments/projects prior to class lectures**
- Degree of your participation, including individual and team work
- Willingness to expose your viewpoints to critical judgment of your classmates and team members.
- Note on Team Experiences/Decision Making: When discussing planning, objectives, strategies or tactics with team members, always cite references from our class, readings or your background. It's not appropriate to take a stand by saying "I just feel it." Back up your individual or team decisions with strategic references. Make your decisions, with salient information or strategies. Use strategies from book and lectures.
- Attend all team meetings.
- Ensuing adequate study time prior to the quizzes, assignments and projects
- Early commitment to team projects and strength of your commitment
- Be on time and attend all classes.

From Urban Dictionary: "Running latte:" Showing up late to school because you stopped for coffee along the way. I told my team I got stuck in traffic, but really I was running latte.

"Every morning in Africa a gazelle wakes up. It knows it must run faster than the fastest lion or it will be killed. Every morning a lion wakes up. It knows it must outrun the slowest gazelle or it will starve to death. It doesn't matter whether you are a lion or a gazelle -- when the sun comes up, you had better be running." Unknown

Expectations

Classes will be conducted using lectures, cases, simulation exercises, presentations and interactive discussion. Students will be called upon to discuss the text, assignments, projects, web sites, readings and cases. Each team may present specific readings and cases.

Each of you is expected to contribute to the discussion of issues. You will be evaluated on the content of your comments, observations, and insights. You will present one web site. See sheet. On selected days, I will randomly call on you to participate.

The primary emphasis should be on your ability to make a substantial contribution that moves the discussion. It is important that your comments fit into and build on previous discussion, so that we are maximizing a cumulative learning experience in the classroom.

"Look at a day when you are supremely satisfied at the end. It's not a day when you lounge around doing nothing; it's when you've had everything to do, and you've done it."

Margaret Thatcher, first woman in European history to be elected prime minister

"Great things are not done by impulse, but by a series of small things brought together."

Vincent van Gogh, Dutch painter, first career: art salesman

Points, Tests, Grades and Assignments/Projects

All assignments and projects are given point values. The best letter grades are earned by students with the most points. We will discuss. No blue books are needed.

Academic Dishonesty/ Campus policy regarding student academic dishonesty

Campus policy describing the options that are available when you believe that a student has committed an act of cheating, plagiarism, or fabrication, or has facilitated such an act, is contained in the Faculty Policy of Academic Dishonesty. This policy can be found at <http://www.csun.edu/a&r/soc/legalnotices.html#facultypolicy>. According to CSU Executive Order 969, Student Activities, faculty is required to complete a form that identifies students who are alleged to be responsible for academic dishonesty. On it faculty, staff, and administrators can recommend whether judicial action should be considered, in addition to any academic penalties. Student Misconduct Complaint Form, which is available at http://www.csun.edu/studentaffairs/studentconduct/Student_Misconduct.pdf, to report and transmit materials documenting incidents of academic dishonesty. It is the policy to report all violations. Any form of cheating, facilitating academic dishonesty, and/or plagiarism will result in an *automatic "F"* in the course and is grounds for expulsion from the University. All cases will be reported to the Chair of the Marketing Department, the Dean of the College of Business and Economics, and the office of the VP for Student Affairs, with the recommendation that disciplinary action be taken. More information on academic dishonesty and its consequences is found in the CSUN Schedule of Classes.

"Three **great essentials** to achieve anything worthwhile are, first, hard work; second, stick-to-itiveness; third, common sense."

Thomas Edison (1847-1931) inventor, salesman, worked more than 40 hours straight

Evaluation of Student Work

While extraordinary factors might affect your attendance, we expect you to be present for all class meetings and to arrive on time and stay for the entire class. Please do not schedule another appointment, meeting or date during class time. You are expected to attend each class. Your grade will be affected if you decide you have other things to do instead of attending class. Attendance reports are maintained.

Missing one or two classes will affect your understanding of the materials, your involvement in the team project and your grade. To provide the best output, fairness and distribution of project work, you will help evaluate your other team members in team/group exercises.

Please note that this is a once a week class. Missing two classes will affect your understanding of the materials, your involvement with your team, the team project and your grade. To provide the best output, fairness and distribution of project work, you will help evaluate your other team members in the team exercises.

Attendance and Being on Time

In the working world, if you are late too many times (two or three seems to be a good universal number) you may be terminated.

Being tardy without a legitimate excuse is the ultimate sign of disrespect to others. It is not cool, it is not fashionable, and it is nothing less than unprofessional. People who work hard for a living and have pride in what they do simply will not tolerate unprofessional behavior.

Being on time (being early is probably preferable) is a first indicator if someone has the foundation to be considered capable of working. I have many students who ask me to repeat this especially when I bring in professionals to our class, who are giving up their time to be with us.

Students with Disabilities

Students with disabilities must register with the Disability Resources and Educational Services office and complete a services agreement each semester. Staff within the DRES will verify the existence of a disability based on the documentation provided and approve accommodations. Students who are approved for test taking accommodations must provide an Alternative Testing Form to their faculty member signed by a DRES Counselor prior to making testing arrangements. Disability Resources and Educational Services is located in Bayramian Hall, room 110. Staff can be reached at 818.677.2684.

- I am here to help you understand the elements of planning, marketing, strategy, promotion, research, communication, media and marketing execution/ evaluation.
- If you have any questions on the individual or team projects, please ask them, in class, in case another team or student has the same question and needs this information.
- Remember, this at the beginning of the class and you'll need to work on more than one section/assignment/project at a time. Things will work and will fall into place, if you put in the time and work as a team. I hope this will be one of your favorite classes. Have fun with this class, the assignments and projects. I'm here to help facilitate.
- On many occasions and before class, I'm available to answer your questions.
- Be sure to start early on the assignments/projects, develop a good team experience and an equitable distribution of work for the semester and your team project.

Good Luck. Let's have a great semester.

"The word ***impossible*** is not in my dictionary."

Napoleon Bonaparte

"We judge ourselves by what we feel capable of doing, while others judge us by what we have already done."

Henry Wadsworth Longfellow, American poet

Team Evaluation:

- Each team will receive a team score, but each team member will assist in the grading of everyone on his or her team, except themselves. I have been using this formula for over 30 years, and have determined that it is one of the best methods for team harmony and outstanding results.
- I understand the time pressures, and appreciate your taking the class, but working with others stimulates your thinking and enhances the classroom presentations. It is much more of an example of the real world.
- It helps to distribute the work in your team. We will have teams by the second class.
- Additional notes: Will be reminded often, you will help in the evaluations and grading of the other team members. Your help is a percentage of the final grade, and your evaluation assists in keeping everyone's interest and cooperation.

Please give me your input on two questions:

Evaluation Question: Would you grade everyone equally in his or her preparation and cooperation during the project?

If yes, please circle "yes" and go on to overall question.

If you would not answer "yes", please add each team member's name. Make it readable and put in alphabetical order. Then write a number between 0 (poor) to 20 (excellent), with an average of 20 for all members*. If you give one teammate more points, you must give someone less. Remember to be fair. There's room for additional input or explanation. If everyone is evaluated equally, add a note----"YES", after putting down team and all members.

(# of teammates times 20; if you have five total members, then it's four times 20 = 80 points; if six members, then it's five times 20 = 100 points; don't evaluate yourself.)

Example: Five members minus one equal four. Four times twenty points equals 80 points. Yes, 80 points. If everyone was equal 20, 20, 20, 20 = 80; If a team of six, 20, 20, 20, 20, 20= 100; Do NOT evaluate YOURSELF.

If one person did a little more and one person did a little less then 25, 15, 20, 20, which equals 80 points.

There's room for additional input or explanation. If everyone is evaluated equally then just add a note----"YES", after putting down team and all members.

| | Number for Research and Planning | Number for Team Paper |
|---------------------------|---|------------------------------|
| Member A _____(your name) | ----- | ----- |
| Member B _____ | _____ | _____ |
| Member C _____ | _____ | _____ |
| Member D _____ | _____ | _____ |
| Member E _____ | _____ | _____ |

Team Number _____ (add team number)

Note: Hand in all evaluations, at one time, in a sealed, flat envelope (9"x 12" envelope) and please do not fold them. List the student team members alphabetically. Do the correct math. 75-85% of teams give the same points to each other. If someone does more, reward them. If someone doesn't come, or comes poorly prepared for team meetings or falls asleep, decrease their points. Everyone just wants you to be fair.

I am looking for input. Remember that I want everyone to be prepared.

Delegating work works, provided the one delegating works, too.

Robert Half

304 Assignments/Projects:

Assignments: Assignment A1 thru A6/A7: Key Points learned from guest speaker (one page); due following class after speaker. There are six or seven of these assignments throughout the semester.

When we have a speaker I will ask for one sheet or it can be two (single-spaced) on the six or seven major points which relate to the speaker's subject matter, questions from the class, plus related to the chapter reading assignments.

To score ten (10) points you need to relate to the book and Marketing subjects and strategies.

Assignments: A1 (Key Points), A2 (Key Points), A3 (Key Points), A4 (Key Points), A5 (Key Points), A6 (Key Points), A7 (Key Points)

These assignments are through out the semester. This is not a team or partnership assignment. If you miss the speaker, you miss the points and score. There may be one Case Discussion/Key Points which I will also mention in class that you will hand in this same assignment, the following week.

Project #1: Different Mix Strategies or Different Targets

Marketing Mix = (Product, Price, Promotion, Place) or People (Target)

Be sure you've read the chapters carefully. Work in teams of two. (Choose a partner.)

Pick maybe someone you don't know, or someone on your team. As a team of two select two print ads (Newspaper or Magazine---Not from the Internet) for two brands in the same product or service category that have different marketing strategies or different target markets or audiences. Include where you found them; in which newspapers or magazines. Remember that publications have different targets to---especially using our demographic, geographic and psychographic characteristics. Which publications did you choose? What are the strategies or targets? Comment. Add specifics from your readings.

Do not pick fashion or alcohol products. At least one (1) "typed" page (single-spaced) is needed of each ad. No more than two pages each per team. Please attach ad to each sheet. Staple or clip everything together. Add your team numbers on the front page. Two ads, plus two sheets for a total of four pages per team of two students.

Assignment #2: (For Team) TEAM Meeting Update on Blackberry (RIM/RIMM), Google, Starbucks or Apple Computer, with emphasis on iPhone. (Due 3/4)

List of individual assignments, timing and responsibilities, for this assignment. Include first individual evaluation sheets). Add a specific timeline and individual responsibilities, plus a team photo with everyone identified. Review Assignment #4 details.

Marketing Performance Management: The Art and Science of Marketing

Idea-making and number-crunching. Right brain and left brain. Art and science. It's not only possible to bring these two sides of marketing together, it's mission-critical in today's shifting landscape. That's why we're giving you resources to help marketers build out on a framework of understanding complex marketing concepts by doing.

Project #3: Criteria for Finding One Web Site for 304 Marketing Class (Individual Project only, to be posted on webct.)

Introduction:

E-commerce allows small and large companies to take advantage of cyberspace and vanishing national borders. The top fifty (50) searches are daily at <http://50.lycos.com/>. For a product special and more, everyday go to www.woot.com. A popular site is www.lastminute.com for European travel. Most frequently asked questions are going to: US Dept of Commerce www.lta.doc.gov; financing exports www.sba.gov (Small Business Administration); trade shows www.tscentral.com. I'll give you examples.

- Web sites and companies require more than just a cute idea to survive. They need real business plans, real business experience and real business profits.
- Top stories and issues in the last years: Industry failures, stock market, Enron, privacy and consumer protection, and movie sites. Any others?
- People who use an online buying service save an average of \$490 on the price of a new car, according to J.D. Powers.
- Internet shoppers represent more and more of overall purchasing.
- Seven retailers including cdnow.com, kbtos.com and toysrus.com paid civil penalties totaling \$1.5 million for failing to provide customers notice of delayed deliveries while continuing to promise prompt shipping.

- An Internet strategy firm recommended in the evaluation of a web site: Saying “I got a lot of new business when I put up my web site” is not the same as saying “I measured a 18% gain in my bottom line profits this year, after taking into consideration all the fixed and recurring costs of establishing my web presence.”

Overall Concept:

- Related to marketing, media, communications, small or large businesses
- Advertising/promotion-oriented, related to 4P’s (marketing mix)-9P’s
- In the news, timely, newsworthy.
- Unique or different.
- **“Wow factor” (“I didn’t know that. I wish I had found that site.”)**
- Your analysis on:
 1. Why you selected it? Where you found it?
 2. What is its purpose? Sales, information/education, marketing support for a “bricks and mortar” business
 3. Will it succeed or die?
 4. How to increase awareness

Assignment #4: Team Presentation

Concept: Understanding a Business. Getting to know them. Your team picks, studies and analyzes Blackberry (RIM/RIMM), Google, Starbucks or Apple Computer, with emphasis on iPhone.

Blackberry is listed three times in our book, page I-2,

Google is listed in our book, 13 times, on page I-5

Starbucks is listed in our book, 21 times on page I-10.

Apple Computer is listed in our book, 26 times, on page I-1

I would like approximately an equal number of teams picking each of the three companies.

Chapter 17 on Direct and Online strategies is important in your analysis. Prepare a fifteen page presentation with Appendix/attachments.

When analyzing your assigned company the key issues need to be identified and appropriate strategies suggested to solve the problems of the “company.” Your study analysis requires thinking through the issues, considering a range of strategies and actions and recommending a “solution” to the issues. In the case of Starbucks and Apple, I want you to visit two stores and do a periodicals review. The store visits can be with your team but needs to involve at least two members, each time. Talk to the employees, and the manager. If there is a huge line or the store is crowded, do not ask long questions, just short ones. Visit when they are busy and when not.

Steps for study analysis:

1. Research and read the materials carefully more than once
2. Analyze the company’s development from the information provided.
3. Undertake a SWOT analysis (Strengths, Weaknesses, Opportunities and Threats); Page 52 in book; go to www.marketingteacher.com. Click on SWOT for an analysis of Toys “R” Us.
4. Include the ten (10) most interesting things/strategies your team found out about them. This is based on your readings, research and our class discussions.
5. What strategies are they using which you have read about in our book or discussed in class?
6. Use the 9P’s process we discussed in class.
7. Have they been in the news lately, in past six months, one year?
8. Who is their competition?
9. Who are their customers? Segments?
10. Mission statement?
11. Products and Services? Quality Imperative? Produce World-Class products?
12. Any recent issues or incidents?
13. Employee and/or management issues? Changes? Any recent interactions between them?
14. Promotional techniques?
15. Customer service issues?
16. What are the changes that are occurring in the business environment affecting management?
17. What trends are affecting them?
18. Their global environment? Global expansion plans?
19. Major changes?
20. Identify the problems
21. Evaluate the options of possible solutions.
22. Recommend solutions
23. Add your individual evaluation sheets, plus team photo.

The assignment requires a written report, not a list of questions with answers. I am looking for teams to volunteer and to help me discuss the companies.

Remember your team is trying to give insights. Would you want to work for this company?

- What have you as a team or as individuals learned?
- What are three things your team would pass on to another team next semester?
- Any questions or suggestions for me?
- Add a team photo in color or B/W with each team member identified.

When writing a team study analysis, you must first have a good understanding of the company. Before your team begins the steps, read the case, do the research carefully, taking notes all the while. It may be necessary to read the materials more than once. You will easily see the students who have not read the materials. It shows.

This will be a great learning experience. Have fun learning how to put the class materials and concepts into action. The assignments are better than a test. And more memorable. Remember there is often no “correct” answer or answers to your study of the company.

Develop a list and grasp the issues facing the company or industry.

Once you are comfortable with the information, follow the step-by-step instructions offered below to write a case study analysis.

1. Make assignments and responsibilities.
2. Develop an outline.
3. Develop a timeline.
4. Investigate and analyze the Company's History and Growth. A company's past can greatly affect the present and future state of the organization. To begin your case study analysis, investigate the company's founding, critical incidents, structure, and growth.
5. Identify Strengths and Weaknesses within the Company. Using the information you gathered in step one, continue your case study analysis by examining and making a list of the value creation functions of the company. For example, the company may be weak in product development, but strong in marketing.
6. Gather Information on the External Environment. The third step in a case study analysis involves identifying opportunities and threats within the company's external environment. Special items to note include competition within the industry, bargaining powers, and the threat of substitute products.
7. Analyze Your Findings. Using the information in steps two and three, you will need to create an evaluation for this portion of your case study analysis. Compare the strengths and weaknesses within the company to the external threats and opportunities. Determine if the company is in a strong competitive position and decide if it can continue at its current pace successfully.
8. Identify Corporate Strategy. To identify a company's corporate strategy for your case study analysis, you will need to identify and evaluate the company's mission, goals, and corporate strategy. Analyze the company's line of business and its subsidiaries and acquisitions. You will also want to debate the pros and cons of the company strategy.
9. Identify Marketing Strategies. Use our 9P's formula. In addition you should identify and analyze company's competitive strategy, marketing strategies, costs, and general focus.
10. Analyze Implementations. This portion of the study analysis requires that you identify and analyze the marketing strategies that the company is using to implement its business strategies. Evaluate organizational change, management, employee training/rewards, conflicts, and other issues that are important to the company you are analyzing.
11. Do they or do they not delight, bewitch or fascinate their customers?
12. Have they been in the news lately, in past six months, one year?
13. Who is their competition?
14. Who are their customers? Segments?
15. Mission statement?
16. Products and Services? Quality Imperative? Produce World-Class products? Every company must decide how it will serve targeted customers—how it will differentiate and position itself in the marketplace. Positioning is arranging for a product or service to occupy a clear, distinctive, and desirable place relative to competing products or services in the minds of their target consumers. Do they differentiate and position their product versus the competition.
17. Customer service issues?
18. Their global environment? Global expansion plans?
19. Major changes?

20. SWOT analysis (page 186), and go to www.marketingteacher.com. Click on SWOT for an analysis of Toys “R” Us.
21. How does technology affect this company?
22. How do environmental concerns affect them?
23. Any recent issues or incidents?
24. Employee and/or management issues? Changes? Any recent interactions between them?
25. Promotional techniques?
26. Financial resources?
27. Stock price: 52 week high and low? Does the financial community recommend buying, holding or selling this company’s stock?
28. Make Recommendations. The final part of your analysis should include your recommendations for the company. Every recommendation you make should be based on and supported by your analysis.

Tips:

1. Know the company backwards and forwards before you begin your analysis and report.
2. Give yourself and the team enough time. You don't want to rush through it.
3. Be honest in your evaluations. Don't let personal issues and opinions cloud your judgment.
4. Be analytical, not descriptive.
5. Proofread your work!

You are required to do some additional research on the company and industry featured.

At best, there are answers or solutions that are reasonable given the data and information at hand. But they are only reasonable if there is information and data that can be used to back up your conclusions. Do a reality check on yourself and your work from time to time. Compare the facts as presented in the material in the case with your completed analysis. Do the facts support your conclusions? Are you sure? Does the team support them?

This latter point leads to a final one. And that is that you can learn a lot from your peers, and the other teams.

If he/she is a finance person, he'll look to the numbers first as a way of getting at the required case analysis. If he is a marketing person, he'll look to marketing strategies, tactics and practices first and probably concentrate on them.

Try to find time for it before you set your final ideas, analyses, and solutions into concrete. Remember here that this is what you will be expected to do once you are in the corporate world.

"Look at a day when you are supremely satisfied at the end. It's not a day when you lounge around doing nothing; it's when you've had everything to do, and you've done it." Margaret Thatcher, first woman in Europe, prime minister

"You cannot escape the responsibility of tomorrow by evading it today." Abraham Lincoln

"You can either take action or you can hang back and hope for a miracle. Miracles are great, but they are so unpredictable." Peter Drucker, Author and management theorist

304-Personal Fact Sheet (SPRING 2010)

- This data sheet helps me tailor the class to fit your specific needs and the overall needs of the class. Please make the info readable. I only accept hard copies, not an email. With 70-75 students and virus issues at CSUN, I need hard copies.
- Please complete and mail me a copy **within three business days** of reading this syllabus, (you will get extra credit). Also, please bring a copy of this sheet to the first class.
- Mail it to Larry Steven Londre, Londre Marketing Consultants, LLC.
11072 Cashmere Street, Second Floor, Los Angeles, CA 90049; Thank you.

Print Clearly, REALLY, Print Clearly

Name: _____
Address: _____
Phones: _____ school/cell _____ home/work
Employer (if any): _____ **Title:** _____
Business Specialty/ Occupation: _____

_____ email (Important: Please be sure to put our **SPRING 304 class** in the subject line of any email; I've been teaching and have many former students contacting me. Since I email updates and info, if your email address changes during the semester, please inform me or TA immediately. (The responsibility is on you)

What would you like to get out of our class? _____

What type of marketing, advertising, graphics or media experiences (**classes/jobs/internships**) have you had (it's OK to say very little; that is why we are here); we will cover dozens of topics, you want covered. From major to minor topics, fulfilling overall objectives of class.

Have you had any Marketing, Journalism, PR, Promotion, Media, or related classes? Which ones?

What are three interesting things about you that I can share with the class?

Given a choice, would you rather be richer, smarter or better looking? Swing Magazine put that question to a nationwide sample of 18-34 year-olds. What is your answer if you were asked? _____

What is your estimate of their responses or sample, which adds up to 100%?
 _____% richer _____% smarter _____% better looking?

Your two favorite TV shows, in prime time (8PM-11PM)? _____

After graduating, your first, or next job and your expected starting salary? Job: _____
 Salary: _____

Is there anything else you would like to share with me? _____

