

PEPPERDINE UNIVERSITY
THE GEORGE L. GRAZIADIO
SCHOOL OF BUSINESS AND MANAGEMENT

LARRY STEVEN LONDRE
MBA 675.32
MARKETING MANAGEMENT
Fall, 1998
TUESDAY
SAN FERNANDO VALLEY

SYLLABUS

Dear Pepperdine MBA Student:

I am pleased that you have enrolled in my class. For the past 23 years I have been teaching Marketing at USC (in the School of Business or in the School of Journalism), at CSUN (in the School of Business) and at Pepperdine (in the School of Business and Management).

As I hope you will see, I enjoy teaching. I teach one or two nights a week, each trimester. My full-time position is working on third-party, strategic marketing partnerships at DIRECTV----market share leader, delivering 200 channels of satellite programming.

When asked to define marketing, most students and most people, including many business managers, think it means "selling." While it is true that marketing may include this activity, marketing means more than just selling or just promotion. We will study several different industries and discuss:

- analyzing the demands and the needs of target consumers
- marketing's important role to an organization--profit-making and non-profit
- predicting the actions of different market segments
- the importance of market segmentation
- developing marketing strategies and tactics, including global marketing
- the changing marketing environment
- getting relevant, strategic information for management and marketing decision makers
- new product development
- the elements of the marketing mix
- the availability, advantages and disadvantages of the promotion mix
- the importance of advertising
- the many worlds of media
- pricing and distribution objectives
- aspects in marketing implementation and control

Marketing is a broad field of study and students come from a variety of fields. I will use many different methods to involve you. It's important to note that much can be learned by working and thinking "outside the box"---and outside your own industry. Looking, seeing and reviewing how another industry has solved a problem will make you more valuable to your company. We will explore many different industries---from food to technology, from retail to health care.

Please come to class well-prepared. Some of the readings can be long, especially the cases. Some of the projects are difficult. You will need to spend, on average, 6-8 hours a week to prepare for class. 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. Knowledge is power. And can be fun.

I look forward to meeting and working with you. Please fill out the attached personal fact sheet and send to me today for three points. Let's enjoy each other's company.

Class Dates

- Sept. 8 Topics: Marketing Concept and Marketing Orientation
Customer Satisfaction Through Quality/Service/Value
Readings: Chapter 1
 Chapter 2
 Marketing Myopia
Pick Groups By Today for November 24th Team Presentation
- Sept. 15 Topics: Scanning the Marketing Environment
Analyzing Consumer/Business Markets and Behavior
Readings: Chapter 5
 Chapter 6
 Chapter 7
Case: Perrier
- Sept. 22 Topics: Market-Oriented Strategic Planning/Marketing Demand/
Marketing Information Systems and Marketing Research
Readings: Chapter 3
 Chapter 4
 Concept of Marketing Mix
Cases: U.S. Retail Coffee and Brim A (Team Presentation)
Presentation/Review of Product/Service Concept
- Sept. 29 Topics: Analyzing Industries and Competition
Marketing Segments/Marketing Targets
Readings: Chapter 8
 Chapter 9
Test on Chapters 1-9
Pharmasim Review in Class (Team Presentation).
- Saturday, Oct. 3 9:00 to 4:00 PM**
PharmaSim Brand Management Simulation
Team Marketing Exercises. Attendance is mandatory.
- No class on October 10**
- Oct. 13 Topics: Differentiating/Positioning The Market
Offering/New Products/ Product Lifecycle
Readings: Chapter 10
 Chapter 11
 Exploit PLC

Class Dates

- Oct. 20 Topics:
Marketing Strategies for Leaders, Challengers,
Followers and Niches/Global Marketing
Readings: Chapter 12
 Chapter 13
 Chapter 14
 Globalization of Markets
Case: Intel (Team Presentation)
- Oct. 27 Topics: Product Lines, Brands and Packaging/Pricing
Readings: Chapter 15
 Chapter 17
Group Project Update (5-6 pages max.)
- Saturday, Nov. 7 9:00 to 4:00 PM**
Topics: Marketing Channels
Readings: Chapter 18
Test including Case (Microsoft); Chapters 1- 15, 17 and 18
Will work on Class Presentations For November 24
- Next class: Bring 3 good ads and 3 bad ads; plus
 one good, and one bad celebrity ad.**
Attendance is mandatory.
- Nov. 10 Topics: Integrated Marketing Communications
Promotion Mix
Advertising Programs
Readings: Chapter 20
 Chapter 21
Case: Act Media and Spin (Team Presentations)
**Please bring 3 good ads and 3 bad ads; plus one good, and
one bad celebrity ad.**
- Nov. 17 Topics: Managing the Sales Force
Organizing, Implementing, Evaluating and Controlling
Marketing Activities
Readings: Chapter 22
 Chapter 24
 Marketing Audit
 Marketing is Everything
Quiz
Case: Laura Ashley/Federal Express (Team Presentation)
- Nov. 24 **Team Presentations**
Attendance is mandatory. This is a great, learning experience.

Approximate Allocation of Grades

Test 1 15%

Test 2	20
Class Participation	20
PharmaSim	10
Quiz	5
Team Project, including updates	<u>30</u>
	100%

Expectations

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

With respect to class participation, each of you is expected to contribute to the discussion of the issues. You will be evaluated on the content of your comments, observations, and insights. Be prepared. On selected nights, I will randomly call on you to participate. If you are prepared, the questions will not be difficult. Many of the questions have already been given to you---but not all of them are in the class packet.

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.

Tests, Grades and Assignments

All assignments will be given point values. The best letter grades will be given to the students with the most points.

There will not be any true/false or multiple choice tests. Each test may be a combination of definitions, essay, case and relationship questions. All tests are graded by Larry Londre. No blue books are needed.

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.

Do not schedule another assignment, 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 being in class. Attendance will be maintained. Missing two classes will affect your understanding of the materials, your involvement in the team project and your grading.

You will evaluate your other team members in the group exercises.

Appendix: TEAM PROJECT

Introduction:

The following gives you input for your class project. The teams will present on three different times. A typed 5-6 page update is due.

1. Some class time will be given for this project, but the majority of development, planning, research and presentation preparation time will be outside of scheduled class time. Team work may be divided, but I want everyone to have input on the concept, presentations and creative materials.
2. Creative materials need only to be presented in "rough" form. Please, no elaborate artwork. This is a learning situation, not an art production class. You will not be graded on the quality of the art. Radio is in your media mix. For example, group members may record their script and present a finished taped version in class. Also, layouts for the newspaper ad need to only be in "sketch" figure form.
3. Newspaper and magazine articles are great sources of information, as well as Adweek and Advertising Age.
4. We will have approximately five (5) presentations. Each presentation will be 15 minutes, plus time for student questions and comments. I will ask other marketing professionals to come to class, and observe and comment on the presentations.
5. The class will be organized into teams and each has to produce a product or service concept worthy of a new business venture. The idea may consist of a new product or service or repositioning an existing product or service.

Each team makes three presentations:

- A ten minute discussion on the product/service concept
- A ten minute oral and written update
- A major 15 minute presentation

This is your final.

(Each presentation will be on a random basis; I will choose the order and will give it to you a week before the presentation.)

Each team makes a presentation to the class trying to sell them on the idea (the audience acts as a board of directors). At the first meeting, the team will receive approval from me to proceed, and continue a series of steps including:

- Refining the product/service concept
 - Preliminary marketing planning and secondary research
 - Advertising/marketing points to communicate to your target markets. Your readings on segmentation, branding, product positioning and personality will be helpful.
 - Designing, conducting and presenting research findings.
 - Selecting target markets. A description of your target market is needed--age, sex, income, education, lifestyle, marital status, geographical location, and any behavioral or psychographic profiles.
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- Setting an introductory price
 - Complete a Creative Work Plan

- Developing components of marketing planning, including introductory dates, brand name, advertising copy and layout (for a 60 second radio spot and a half-page newspaper ad---use the L. A Times as the example of finished ad size).
- Suggested word count for the 60-second spot is approx. 150 words.

Each team also prepares a final report that complements the oral presentation. The report includes estimates of sales, costs, and return on investment. This final report needs to be no more than ten (10) pages, plus attachments. The presentation is the more important part of the assignment

This assignment has the advantage of adding to your understanding of the textbook and readings, and exposing you to more “real world” problems in new product development (lack of data, idea generation, skepticism about reported consumer interest, coordination of business functions).

You are encouraged to use the concepts in the text to analyze, plan, implement, and control your venture.

Team Evaluation:

- Each team will receive a team score, but each team member will assist in the grading of everyone on their team, except themselves. I have been using this formula for over 20 years, and have determined that it is the one of the best methods for team harmony and results.
- I understand the time pressures, and appreciate your taking a night class, but working with others stimulates your thinking and enhances the classroom presentations.
- It helps to pick a good team and distribute the work. I will want teams of five by the second night of class. Please give me the lists. If you are not on a list, I will assign individuals to teams.

Some of the previous ventures developed by student teams

- Semi-finished homes that can be priced lower and purchased by persons who are handy
- Positioning Ostrich meat as a beef/meat substitute
- Introducing line extensions to yoo-hoo, the chocolate drink
- Samuel Adam pubs and restaurants
- Developing a new brand of olives
- New gourmet Starbucks sandwiches
- Gourmet flavored tortillas
- A traveling caravan that puts on fashion shows in malls and in retirement homes. The show then retails clothing and products to these target markets.
- A “soft serve” ice cream vending machine for factories, schools and offices
- Creating a new delivery concept for “new baby” products
- Repositioning Mr. Pibb
- New bagel store concept, with a new product idea
- Mini-Oreos (before they were marketed)
- Repositioning and updating Junior Mints
- A new type of restaurant guide book that appeals to students with less income

- A vitamin-fortified Evian water product, including new packaging
- Repositioning a new, improved Cracker Jacks
- A pancake and waffle syrup/spread combining butter and maple flavor
- An auto care center that has a diagnostic center, service center, supply store, service station and food area
- A telephone service for arranging exchanges of apartments or homes for people trying to vacation on a budget
- Introducing a Tabasco BBQ sauce
- Developing a better, Balance Bar

Additional notes:

- I want your presentation to be an enjoyable, learning marketing experience.
- I am here to help you understand the elements of marketing planning, research, communications and marketing execution/evaluation.
- If you have any questions on the team project, please ask them in class in case another team needs this information.
- I am available to answer your questions.
- Be sure to start early on the team project, develop a good team and an equitable distribution of work.

Marketing is so basic that it cannot be considered a separate function. It is the whole business seen from the point of view of its final result, that is, from the customer's point of view.....Business success is not determined by the producer but by the customer.
Peter Drucker

Good Luck.

Sylabw98encino

Personal Fact Sheet

- This data sheet will help me tailor the class to fit your specific and the overall needs of the class.
- Please complete and send 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.
- Send it to Larry S. Londre at 13068 Greenleaf Street, Studio City, CA 91604. Thank you.

Name: _____

Address: _____

Phones: _____ work _____ home
_____ work fax _____ home fax

Employer: _____ Title: _____

Business Specialty/ Occupation: _____

What would you like to get out of our Marketing Management Class?

What type of marketing experience have you had (it's OK to say very little); we will cover dozens of marketing topics--from major to minor topics to prepare you for the challenges facing every company)?

Have you had any Marketing, Promotion, Communication or other related classes?
Which ones?

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

Given a choice, would you rather be richer, smarter or better looking? Swing Magazine recently put that question to a nationwide sample of 18-34 year-olds. What is your answer? _____ What is your estimate of the sample, which adds up to 100%?
_____% richer ____% smarter ____% better looking?

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

dataform