Marketing Management MKT430
Kevin McTigue (Section 32 & 33)

This course is intended to introduce you to the essentials of marketing: how firms and consumers behave and what strategies and methods marketers can use to successfully operate in today's dynamic environment. Specifically, the course goals are:

- To define the strategic role of marketing in the firm.
- To introduce students to the key elements of marketing analysis.
- To provide a sound conceptual and theoretical “tool kit” for analyzing marketing problems.
- To advance your understanding of the marketing process as a framework of looking at the world.

Planned Modality - Hybrid

My intention is to teach this class in a hybrid format. With exact details to be determined, some class will permit some students to attend the sessions live in Evanston while all sessions will be live on Zoom. The administration will work out a schedule that fairly allocates class time among those choosing to attend live. If you cannot or do not wish to attend live, you will attend and participate over Zoom.

Course Organization

There are three main components of this course:

- Class sessions: Classes will involve a blend of case discussions and lectures. Students should be prepared to discuss the assigned cases in detail.
- Teamwork: A significant amount of the work for this course will be done in groups. Although this work is done entirely outside the classroom, students’ contributions to these efforts are considered an integral aspect of the course.
- Individual work: In addition to preparing for class sessions (including responding to the weekly case prep questions), students will do several quant exercises and the final exam on an individual basis.

Things to Know

I absolutely love teaching this class. I’m passionate about what I teach and we have a good time in class. Here are some things about my specific 430 course.

My goal is to make this class as practically applicable as possible so there are case assignments weekly and sometimes two per week.

The cases we use will cover a wide variety of industries and geographies. But since my background is heavily in consumer packaged goods, many of my real life examples come from that world.

Marketing isn’t engineering. There are definitely wrong answers, but there can be more than one right answer. We will use frameworks to help us reduce ambiguity and make consistently better choices that lead us to the better outcomes.

I will make handouts available on Canvas after each class. It’s a pedagogical choice based on what makes for the best learning environment. Some students prefer a different approach, but I’ve found this works best in my class.
Read the syllabus and make sure you’re on board with the policies, assignments and expectations of the class.

**Classroom Etiquette**

**Electronics Policy:**
- **Laptops & Tablets:** You will need a laptop or tablet with Zoom software to join our class sessions. During class please limit your open applications to class related materials only.
- **Phones:** Please refrain from checking your phone or texting during class (except in case of emergency).
- **Electronic Capture:** Personal recording, photography or any other personal electronic capture of any portion of this class for any use is not allowed. All class sessions will be recorded and posted to Canvas.
- **Assistive Technologies:** Accommodations approved via AccessibleNU are encouraged and welcome.

**Virtual Seating:** Given that you will be working in teams for some assignments, we will be using Zoom’s “Breakout Rooms” feature extensively to virtually seat you with your team for discussion sessions and work sessions during class. Please leave your camera on during class but mute your microphone.

**Don’t record the class…I’ll record it for you**

Unauthorized student recording of classroom or other academic activities (including advising sessions or office hours) is prohibited. Unauthorized recording is unethical and may also be a violation of University policy and state law. Students requesting the use of assistive technology as an accommodation should contact AccessibleNU. Unauthorized use of classroom recordings — including distributing or posting them — is also prohibited. Under the University’s Copyright Policy, faculty own the copyright to instructional materials — including those resources created specifically for the purposes of instruction, such as syllabi, lectures and lecture notes, and presentations. Students cannot copy, reproduce, display or distribute these materials. Students who engage in unauthorized recording, unauthorized use of a recording or unauthorized distribution of instructional materials will be referred to the appropriate University office for follow-up.

**Groups**

As noted above, teamwork is an essential component of the course. The class is designed this way to encourage independent thought and then force collaboration and individual defense/selling of their POV within a team environment. You won’t work in isolation after Kellogg and this skill is essential.

Groups will be formed during the first week of class and should be 4-5 students each. Students will work in these teams to prepare for written assignments.

To ensure equal participation on group projects, team members are requested to evaluate each other's performance using the Team Evaluation Form. This form is to be submitted any time after the completion of the last group assignment and before the deadline for the final exam.

**Assignments**

**Weekly**

Each week students will answer questions for the assigned case(s) on Canvas. These case assignments are an important aspect of your preparation for the in-class case discussion and as such weigh heavily in your participation grade.

I'm not looking for a one "right" answer as the cases typically precede our discussion of the related topic. I am looking for a thoughtful response.
All individual case solutions are due by 1pm the day before the class in which the case is discussed which allows me time to review them before class. If you do not submit by then, I will assume you did not read it and not invite you to participate in the discussion.

Quantitative Assignments

There are three individual quantitative assignments on financial aspects of marketing. Students will read a case and answer the questions in an online quiz. The quizzes may be taken multiple times to eliminate careless calculation errors (specific allotment noted on each quiz).

I believe it’s essential that students leave this class with a grasp of the specific quantitative skills tested in the quant assignments. Because I have found that many students enter class with well-developed skills in this area, I keep the in-class teaching on the topic minimal and supplement this with specific resources you’ll find with each assignment. I am also happy to meet with you individually.

Group Case Memos

There are two written group case assignments: Calyx Flowers and Datril. Each team will prepare a single case write-up for each assignment. Use the case write-up template available on the Canvas website to write your analysis. The case assignment format is designed to enhance your analytical skills and your ability to communicate ideas in a clear, succinct, and persuasive manner.

All written assignments should be submitted through Canvas following the case submission guidelines. Group assignments are due by 11pm the day before the class in which the case is discussed.

The Final

Case exercise with specific questions covering material from throughout the course. It is take-home, using any class materials and notes, but you must work on it alone and without outside research (which is unnecessary). It will be distributed in week 9 so you have ample time to complete.

Late Assignments

If an assignment is turned in later than an hour past the time due, it will receive 50% credit earned. Assignments turned in more than 48 hours late will receive no credit. It’s not fair to the students who turn work in on time for more credit to be given. Please anticipate scheduling conflicts and submit early if necessary.

If you need help

You can reach out to me anytime with class questions, marketing questions, career questions. Email me, call my office, set-up time to meet in person, text me if it's urgent.

If it's beyond the scope of class - students can find useful resources for safety and security, academic support, and mental and physical health and well-being at the NUhelp website and app.

Course Readings

- The course pack is required. I have specifically chosen a small amount of readings that will be valuable to you.
- Alexander Chernev, *Strategic Marketing Management - The Framework, 10th Edition*, Cerebellum Press, is strongly recommended. This provides concise, but thorough coverage of key subjects and is valuable both in the class and as a reference later. Earlier editions are fine.

Should you desire additional reading, there are two other texts which are at the top of the list for students of Marketing.

Multiple Kellogg professors contributed to this book which covers both key principles as well as emerging topics in the field.


However, these two texts are not the explicit focus of our class discussion or your assignments and, therefore, are *not* required for the course.

**Grading**

Each student's overall course grade will be based upon the following:

- Class contribution (individual) 15%
- Quantitative assignments 15%
- Case Memo 1 (group) 20%
- Case Memo 2 (group) 20%
- Final exam (individual) 30%

Group Case memos are graded on a 10 pt scale as follows:

- 9-10: **Excellent**: A coherent strategy is presented in a persuasive and compelling manner. Case information and sound logic are used not only to support the strategy, but also to explain why it is superior to alternative courses of action.
- 7-8: **Good**: A coherent strategy is presented and strong arguments in favor of the strategy are given.
- 5-6: **Adequate**: Recommendations reflect a grasp of some key issues and some support is provided.
- 3-4: **Weak**: Some sound observations about the case situation, but recommendations are not supported.
- 1-2: **Unsatisfactory**: Set time to meet with me.

Class participation grades are based on completion of the case surveys in advance of each class meeting, attendance, the quality of the contributions that you make to class discussion (*quality not quantity*...be sure you give others a chance to participate too), and on feedback on your participation in group assignments from your team.

Please feel free to ask any questions in or outside of class to maximize your understanding of the material. You will not be evaluated on questions that you ask to clarify lecture or course material. If you have a question, chances are that the same question is on the minds of some of your classmates as well. Thus, you are doing the class a favor by asking it.

Final grades usually range from A to C. The grading is “on the curve” and, in accordance with guidelines set by the dean’s office for core courses, the total number of A’s in any given section will not exceed 40%. Keep in mind that your grade is not always a perfect indicator of your potential marketing skills; it simply reflects your performance on the set of specific tasks outlined above.

**Attendance Policy**

It is strongly recommended that students attend every class session.

- Because of the current environment, all reasonable accommodations will be made for students as we push through.
- If you have to miss a class, e-mail me at kevin-mctigue@kellogg.northwestern.edu before the class session. I preplan discussions noting specific students to call on based on case quiz responses and it’s disruptive if a student is unexpectedly not in class.
Honor Code
In addition to Kellogg's Honor Code, the following rules apply to this class:
  o Written cases are to be prepared by group members only. The cases are not to be discussed with out-of-group members. In addition using case-related information other than what is provided in your course pack or on the website is not permitted. Don’t look it up online.
  o The final exam should be done individually.
  o Solutions to cases and assignments should never be discussed with students outside class.

Class Schedule
The details of the class will be available on the Canvas website along with specific assignment and dues dates. The outline of the class roughly follows the basic outline of a marketing plan. The topics and discussions for each class may flex slightly depending on what we are able to cover in each class.
Assignments and cases may change. Check Canvas for specific due dates.