Course Description, Marketing Management (MKT430)
Professor Kent Grayson

This course will introduce you to marketing fundamentals, and how to apply them. Specifically, the course goals are:

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

Specific Content Covered

The course is divided into two parts. For the first five weeks of the course, we will focus on the development of marketing strategy. This will include a general introduction to the function of marketing, followed by a focus on six key skill areas: market attractiveness analysis, customer insight identification, market trend analysis, segmentation, targeting, and positioning.

For the second five weeks of the course, we will focus on how to put strategy into action. This will require the application of skills learned during the first half of the course, and will also include a focus on five key elements of the marketing mix: product portfolios, pricing, distribution, marketing communication, and branding.

Course Learning Components

The course has three main learning components:

- Class sessions: Classes will involve a blend of lectures and case discussions. Students are expected to contribute to the class discussions based on their own business experiences and their preparation of the required readings.
- Teamwork: A significant amount of the work for this course will be done in teams. 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 individually for class sessions and group activities, students will do three assignments on an individual basis.

Meeting with the Professor

Contact me by e-mail (k-grayson@kellogg.northwestern.edu) and I will usually be able to answer within 24 hours. If you’d like to have an in-person meeting, I do not have specific office hours but would be happy to set up a meeting with you at a mutually convenient time.

Groups and Group Work

As noted above, teamwork is an essential component of the course. Groups will be assigned during the second week of class. Group size is 5 students. Students are assigned to groups by the instructor. Pairs of students who have previously established good working relationships can
request that they be assigned to the same group (both students must agree to any such request). Keep in mind that this is simply an option. Ad hoc groups are often more beneficial because they give students an opportunity to work with classmates from diverse backgrounds.

To ensure equal participation in group projects, team members will evaluate each other's performance using the Peer Evaluation Form. This form can be found online and submitted anytime after your last group assignment is done and before the deadline for the final exam.

**Final Exam**

The final exam is a case analysis. This is a take-home assignment. The case analysis format and grading criteria are the same as for cases discussed in class. The due date of the case is noted in the course schedule, which is posted on-line. Early submissions are welcome.

**Course Readings**

The coursepack is required and may be purchased at the bookstore. Some additional cases and readings are posted on the course Web site. No additional reading is necessary in order to take the course and to become familiar with the principles of marketing. Please see “Recommended Books and Courses” on the course website (the link is on the left-hand side of the home page).

**Honor Code**

In addition to Kellogg's Honor Code, the following rules apply to this class:

- Articles and cases that have been assigned but which are not associated with a written assignment may be prepared in your formal study groups and/or in other groups.
- If you are submitting a group assignment it is to be prepared by group members only. The cases are not to be discussed with out-of-group members.
- Individual assignments should be done individually, without consultation with anyone else.
- Students should not seek information (e.g., case solutions) from those who have taken this class in previous quarters (and please do not share this information with students who will be taking this class in future quarters).