Marketing Management MKT430
Kevin McTigue (Section 61)

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.

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.

Before you sign up for the class

I absolutely love teaching this class. I’m passionate about what I teach and we have a good time in class. But some things might not be right for you.

Participation is important in this class. You have 2 excused absences before it starts impacting grades. 4 absences means an automatic letter grade drop and after 5 absences I will have to drop you from the class.

My goal is to make this class as practically applicable as possible so there are case assignments weekly and I use many examples from my work experience. While I will cover multiple industries and geographies, much of my background is in consumer packaged goods. Therefore, when I give a real life example, unsurprisingly, it’s frequently from CPG.

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.

The class is very much a combination of academia and real life. We’re going to talk about the perfect marketing situation as outlined in a textbook. As frequently, we’ll talk about how it falls apart and how the simple things we discuss in class can help business leaders drive much more marketing success than is currently in practice today.

Read the syllabus and make sure you’re on board with the policies and expectations of the class.

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 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.

Weekly Handouts

I will distribute handouts electronically after each class. It’s a partially a pedagogical choice based on what makes for the best learning environment and partially because I frequently make updates right up until the start of class.

Assignments

Each week students will submit individual solutions for the case(s) assigned using the online form following each case. All individual case solutions are due by 1pm the day before the class in which the case is discussed.

Although not formally graded, these case assignments are an important aspect of your preparation for the in-class case 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 3 times to eliminate careless calculation errors.

Cases 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 by email as attachments following the case submission guidelines. All assignments are due by 1pm the day before the class in which the case is discussed.

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.

Final Exam

The final exam is a case analysis. The case will be distributed in week 9. This is a take-home assignment. The case analysis format and grading criteria are the same as for cases discussed in class. Early submissions are welcome.
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, 9th 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. Alice M. Tybout and Bobby J. Calder, *Kellogg on Marketing, Second Edition*, John Wiley & Sons, 2010. Multiple Kellogg professors contributed to this book which covers both key principles as well as emerging topics in the field. Also, Philip Kotler and Kevin Lane Keller, *Marketing Management, 14*, Prentice Hall, 2012. This book provides a comprehensive discussion of marketing concepts, frameworks and terminology illustrated by brief real-world case studies. It has great depth and is an excellent reference book.

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%

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 grading is based on completion of the Qualtrics surveys in advance of each class meeting, attendance (you can’t participate if you’re not there), 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.
- Missing more than three class sessions is strongly discouraged and will impact your participation grade. I don't make judgement calls between excused and unexcused – you have two misses. If you miss more than 4 it's an automatic letter grade decrease. Miss 5 and I will have to drop you.
- Students are required to e-mail me at kevin-mctigue@kellogg.northwestern.edu each time they miss a class noting the reason why and how many classes they have previously missed. This must be sent before the class session. In case of emergencies, the absence form can be submitted after the student has missed a class but no later than two days after the class.

Honor Code

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

- 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.
- The final exam should be done individually.
- Solutions to cases and assignments should never be discussed with students outside class.

Classroom Etiquette

To provide an optimal learning experience, students are asked to refrain from behavior that is distracting to the class. Violations can impact your participation grade.

- No laptops, sorry I know, digital age and all...but it's distracting to me and other students. I do allow flat devices like tablets with a stylus for note-taking only. No typing.
- Mobile phone use in class is restricted to emergencies only. Don’t be on your phone.
- Students are expected to remain in the classroom for the duration of the class. If there’s an emergency, of course, just leave as discreetly as possible. If you must leave early due to unavoidable circumstances, please inform the instructor before class.
- No food that creates noise with wrappers, etc.
- We will start every class on time and end on time. Please be ready to start on time.

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.