495-01-02 Marketing Planning and Analysis

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XAVIER UNIVERSITY
WILLIAMS COLLEGE OF BUSINESS ADMINISTRATION

“We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition.”

COURSE: Marketing Planning & Analysis, MKTG 495-01-02 (3 credit hours)

PROFESSOR: Dr. Tom Hayes

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CAMPUS OFFICE: 303 Smith Hall

OFFICE HOURS: Monday and Tuesday 10:00 to 12:00 and 1:00 to 3:00 and by appointment.

TEXT MATERIAL: Marketing Strategy by Ferrell & Hartline, Xavier Edition,
Thompson/Southwestern Publishers
ISBN# 0-324-69009-6

Capstone Market Simulation

COURSE OBJECTIVES:
The emphasis in this course is the application of marketing concepts to business problem situations. In order to fully appreciate decision making processes and get hands on practice utilizing a combination of cases and computer simulations will be utilized. Students may be assigned to different teams throughout the semester.

COURSE PREREQUISITES
This course is for LAST SEMESTER SENIORS ONLY! This means if you are due to be coming back to Xavier for at least one more semester, you should take it then. If you are not a last semester senior you should withdraw and sign up in your last semester.
CLASS SESSIONS:

Lecture/discussion. Students are expected to have thoroughly read assignments prior to class meetings. Discussions will be based on the assigned reading materials. The major learning in this course comes from class & case discussions. You are expected to contribute to the class and case discussions. To a major extent the benefit you and your fellow students derive from the assignments is related to your willingness to expose your viewpoints to the critical judgment of the class.

Please help all of us get the most out of the classroom experience by:

- Being prepared to lead off the class discussion each day
- Supporting your statements with proper analysis of the data and information provided in the case and all its exhibits
- Being open to the questions and critiques of your classmates
- Defending your point of view on the case persuasively but not "defensively"
- Questioning your class-mates’ assumptions and statements, but in a constructive and thoughtful way
- Actively listening to, building on, and enriching the discussion rather than going off on tangents or repeating what has been said before
- Being in class before the starting time so that we can start and end on schedule

SIMULATION:

Students will be assigned to teams, each team representing a company with total business responsibility. The goal of each corporation (student team) in the simulations is to maximize corporate value, given the constraints of the game environmental scenario. You will be expected to present rationale for all decisions based on a demonstrated understanding of what the dynamics of the individual simulation marketplaces. Each decision period teams will be expected to present (with charts, exhibits, trends, price sensitivity analysis) their understanding of what the market drivers really are and what they believe their competitors’ strategies to be. Individual team grades will be based on a combination of financial performance and strategic assessment (marketing strategy and reactions to environmental shifts throughout the game scenario). Individual student grades may be adjusted from the overall team grade based on team peer evaluations.

PROBLEMS / CASE ANALYSIS:

Each person will read and analyze application problems/cases throughout the semester. The purpose of case analysis is to practice applying theoretical constructs and as such is a very important part of the learning process. Cases may be discussed among your peers.
MARKETING STRATEGY PROJECT:

Each student group will participate in a marketing strategy project. A not-for-profit organization in need of marketing help will be selected for this project. Each group will analyze the organization, critically examine their situation and develop a marketing plan to improve their performance. Each group will turn in a written assessment and give an oral presentation to the organization.

CEO Sessions

Each student is required to speak with two high ranking executives in the industry that interests them most (The higher the better). The idea is to “take them to lunch” to learn their secrets of success. This is not to be communicated as an interview as most will think you are looking for a job. The focus is to learn the traits and skills that have proven to be successful to others. This will be discussed in more detail in class.

You are required to get a picture of yourself with them and ask for tw business cards, one for you and one to turn in.

This is a professional networking process. PROFESSIONAL DRESS IS ABSOLUTELY REQUIRED!
You can receive Business Profession credit for this.

Sample questions:
• How did you end up “doing what you do/”
• What were some of the “life lessons” you learned along the way?
• What advice would you give to someone starting out in your field?
• What are some of the pitfalls you would suggest to avoid?

ATTENDANCE:

Class attendance and participation are always assumed and necessary for this program. Only three absences are allowed during the semester. There will be a one half letter grade penalty for each absence beyond three. In addition, the instructor reserves the right to further adjust final grades for tardiness, leaving class early and/or disruptive class demeanor.

ASSIGNMENTS:

Please submit all assignments, cases, etc. in hard copy.

LATE ASSIGNMENTS:

Assignments are due at the beginning of the class session on due date specified. Grades will drop 5 points every 12 hours beginning from the time assignments are collected.
ASSESSMENT: Final grades will be based on performance according to the following:

Exam 1 15%
Exam 2 15%
Group Simulation Performance
  Strategic Analysis 15%
  Financial Performance 15%
Marketing Strategy Project 20%
Attendance / Participation/Case Analysis 15%
CEO Sessions 5%
Total 100%

GRADE SCALE: 93% - 100%  A
90% - 92.9%  A-
87% - 89.9%  B+
83% - 86.9%  B
80% - 82.9%  B -
Below 80%  C
Below 70%  F

HONOR CODE

Xavier University's Honor Code applies for all assignments and examinations. If an assignment or examination is to be completed on an individual basis, then it is expected that your submission reflects your individual effort. You are expected and encouraged to help one another in the learning process. Please feel free to work in a study group or discuss each case with an informal group of your classmates. However, the instructor will call on individual students to lead off the discussion in each class meeting. So, you should be prepared to state and convincingly defend your recommendations in class. If you are not prepared for a particular class session, inform the instructor before class begins. Obviously it is not in your best interest to come to class unprepared too often.

Please do not use notes from any other venues where the cases in this course may have been discussed. Also, do not access outside information on the company, the product, or what actually happened in a given case. Not only is it a violation of the honor code to do so, such information is often counter-productive in the learning process.
**Old School Rules**

Hats will not be permitted to be worn in class. If you are late for class, you will be expected to excuse yourself on entering.

**Other**

The procedures and weekly assignment schedule in this course are subject to change in the event of extenuating circumstances.

There will be four peer evaluations during the semester. Any student receiving poor ratings by his/her group will be provided feedback and counseled on strategies to correct any perceived problems. If, at the next evaluation period, the student receives the same low level of peer evaluations, they will be dropped from the group, be required to work independently on cases. They will fail the simulation portion of the class and receive a full letter grade deduction from whatever their final case and SBU grade is.
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<tr>
<th>Date</th>
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<td>Course Introduction</td>
<td>Ch. 1</td>
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<td>Strategic Marketing Planning</td>
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<td>First CEO session Due</td>
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<td>Feb 28/29</td>
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<td>Round 1 C:Sigma Marketing Peer Evals</td>
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<td>Marketing Implementation &amp; Control</td>
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<td>Round 5 Chp 3 Peer Evals New Belgium Case</td>
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<td>Round 6 eharmony Case Strategy and Tactics Due</td>
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<td>Group Presentations – Capstone/Marketing Strategy</td>
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