BADM 652-7D1: Marketing Strategy
(Fall 2015: Online)

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Virtual Office Hours: Tuesday, 4:00 p.m. - 5:30 p.m. and by appointment.

Michael F. Walsh is an associate professor of marketing at the College of Business and Economics at West Virginia University and serves as chair of the marketing department. He joined the faculty in January, 2006.

His research interests include consumer resistance to change and public policy issues. His research has been published in a number of prestigious journals including Journal of Public Policy and Marketing, Journal of Product and Brand Management, Journal of Consumer Marketing and Inquiry. Dr. Walsh’s research has been featured/referenced in Time Magazine, Wall Street Journal and Entrepreneur Magazine. He is the recipient of departmental and college awards including Outstanding Teacher (2006, 2010), Outstanding Service (2008) and Outstanding Outreach (2011).

Prior to his move to academia, Dr. Walsh spent over 25 years in general management, marketing and advertising. Mike oversaw Buchanan Ingersoll's marketing activities covering 350 lawyers in 13 cities and across five states. Buchanan Ingersoll is a top law firm based in Pittsburgh PA. He formerly was Senior Vice President and Director of Operations and Finance for Ketchum Advertising in Pittsburgh. During his career at Ketchum, Mike focused on specialized international marketing communication strategies in business to business, high technology and consumer marketing communications.

GENERAL COURSE INFORMATION

Course Description: This course provides you with an overview of the marketing discipline and applies/extends this understanding through the creation of a marketing plan for a client. Specific emphasis is placed on gaining an understanding of marketing strategy, consumer behavior, market segmentation and product positioning, product planning, promotion, distribution and pricing. Primary emphasis is placed on developing an understanding of central marketing concepts and applying them to "real world" problems.

Course Objectives
Upon completing this course, the student will be able to:
1. Identify and use marketing concepts to facilitate exchange.
2. Detail the important components of a customer service and customer satisfaction program.
3. Identify and describe the key components of a marketing strategy given a particular situation.
4. Examine a marketing practice from several ethical perspectives.
5. Describe the basic differences in product vs. services marketing.
6. Evaluate marketing estimates/forecasts.
7. Describe some of the challenges unique to global marketing.
REQUIRED MATERIALS

1. Book

2. Case Analysis - Cases can be purchase from Harvard Business School at http://hbr.org/store
Product #'s are posted in syllabus

3. A Note on Case Learning: You can also purchase this note from http://hbr.org/store. Product # is: 899105-PDF-ENG

4. Module Readings - Material Available in "Reading" folder at the end of each Module

5. Module Lecture Notes I have supplemented the material in your text book with outside readings. These readings go into much greater detail than the text does; however, the text was chosen because it provides an overview of the topics without being too expensive (e.g., one of the texts I was considering is $224).

STUDENT RESPONSIBILITIES

Exercises, Participation and Late Assignments:

The student is expected to read all assigned materials. There are several exercises applying the material. Some of this will be submitted and then discussions will be done via a discussion board. No late assignments can be accepted. If there are extenuating circumstances, the student (group) must make special arrangement with the professor.

It is the student’s responsibility to submit professional assignments and papers. The quality expected is standard business quality (i.e., typed, no spelling or grammatical errors, logical).

The student is also expected to fully participate as a group member in a case analysis. A peer evaluation will be completed at the end of the semester and WILL impact individual grades on the team projects.

GRADING POLICY

Final course grades will be assigned to each student at the end of the semester based on performance on the following assignments:
<table>
<thead>
<tr>
<th>Coursework</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Exams (2)</td>
<td>300</td>
</tr>
<tr>
<td>Case Analysis</td>
<td>200</td>
</tr>
<tr>
<td>Assignments</td>
<td>300</td>
</tr>
<tr>
<td>Discussions and Module Activities</td>
<td>200</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
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</tbody>
</table>

**Grading Scale:**

*Grades will NOT be curved or rounded!!!*

- **A** = 90% to 100%
- **B** = 80.0% to 89.9%
- **C** = 70.0% to 79.9%
- **D** = 60.0% to 69.9%
- **F** = 59.9% and below

**Explanation of Each Component:**

**Exams**

Two exams will be given. Each exam will be 150 points. The exams are not cumulative. Material for the exams will be taken from the text, lecture notes, and assignments.

**Case Analysis**

Three cases will be assigned for outside reading. **Everyone** will discuss the cases via an assignment drop box. However, as a team, you will be responsible for analyzing and "presenting" one case via video. You also will submit the power point slides that accompany your video presentation. **The PowerPoint slides need to be less than five megabytes in order for them to be emailed to the rest of the class.** You will submit your video to me and I will post the videos for the rest of the class to watch. The rest of the class will watch the videos and engage in a discussion of the case solution. Each team will be competing with the other teams presenting the same case for your classmates vote as to the best case solution. A schedule of the assigned case analyses will be distributed.

To submit the video, you will need to create a YouTube account specifically for this course. See the attached pdf. file for instructions. These instructions are also available on ecampus under Syllabus section.

You will then upload your respective videos to YouTube and send me the links. I will post/embed the videos on the discussion board and have the other students review each video and post their comments or questions to the discussion board. At a designated time the students who did not present the case will vote on the best case solution. Thus, each team will be competing with the other teams presenting the same case for your classmates vote as to the best case solution.

For the cases that your team is **NOT** presenting, each **individual** will submit 4 major points from the case and two questions to ask the group that is presenting. This will be part of your participation grade.

**For your case presentation, you will be graded on:**

<table>
<thead>
<tr>
<th>Introduction</th>
<th>Introduction of self/group, preview and/or outline of presentation, clarification of purpose and goals, capturing audience attention (10%).</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content</td>
<td>Highlight main points, use efficient transitions,</td>
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</table>
Assignments

Each module has an assignment (sometimes more) associated with it that will help you apply the material in the module (Total 300 points). All assignments will be given a point value prior to the due date.

Discussions and Module Activities

Your learning in this class will be enhanced by your participation in module discussions and activities about the topics covered in the class and marketing examples.

Tentative Course Schedule

Listed below is a tentative schedule of the course content that we will be discussing. Please review the material for each module and submit the exercises/assignments by the due dates. The instructor may need to change the schedule as she sees fit.

<table>
<thead>
<tr>
<th>Module</th>
<th>Topic</th>
<th>Readings</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>1</td>
<td>Marketing Overview</td>
<td>Marketing Plan Handbook, Wood, Ch 1 &amp; 2</td>
<td>Discussions- Module 1: Due October 15, 2015</td>
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<td></td>
<td></td>
<td>Purple Cow</td>
<td>Assignment: Purple Cow — Due October 16, 2015, worth 40 points.</td>
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<td></td>
<td></td>
<td>Marketing Management, Mullins and Walker, Ch 1</td>
<td>After reading Purple Cow, answer the following questions:</td>
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<td>1. Identify five (5) major points from this reading</td>
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<td>2. Identify two existing products or services in the marketplace which you believe have a Purple Cow.</td>
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<td>3. Give your own example of a Purple Cow for your firm. You should develop this on your own—it should not be anything that currently exists.</td>
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<td></td>
<td>Activities Module 1: Due October 18, 2015</td>
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<tr>
<td>2</td>
<td>Strategy in Depth</td>
<td>Marketing Plan</td>
<td>Discussions- Module 2: Due October 22, 2015</td>
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<tr>
<td>Module</td>
<td>Topic</td>
<td>Textbooks</td>
<td>Assignment</td>
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<td>3-1</td>
<td>Segmentation, Targeting and Positioning</td>
<td>Wood Ch 3 &amp; 4, Marketing Management, Kotler and Keller, Ch 8</td>
<td><strong>Assignment:</strong> Discuss two products from the same product category that are purchased by different ‘types’ of people. Write a summary regarding the target consumer and how the four p’s are manipulated. <strong>Due October 30, 2015</strong>, worth 40 points.</td>
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<tr>
<td>3-2</td>
<td>Marketing Ethics</td>
<td>Ferrell, et al. Ch 3</td>
<td><strong>Assignment:</strong> Watch the video clip and comment on the NPR audio clip. <strong>November 1, 2015</strong>, worth 40 points.</td>
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<tr>
<td>4</td>
<td>Budgeting to Achieve Objectives</td>
<td>Marketing Management, Kotler and Keller, Ch 6 then 5.</td>
<td><strong>Assignment:</strong> What’s wrong with this picture? <strong>Due November 6, 2015</strong>, worth 40 points.</td>
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<td>5</td>
<td>Buyer Behavior &amp; The Customer: Satisfaction Measurement,</td>
<td>Marketing Management, Kotler and Keller, Ch 6 then 5.</td>
<td><strong>Assignment:</strong> Read &quot;Making the Most of Customer Complaints&quot; <strong>Due November 13, 2015</strong>, worth 40 points. Answer the following: 1. What are the most common complaints in your firm? 2. What is the standard procedure for handling complaints in your firm? 3. Based on this article, what would you recommend your firm do to improve the way it handles complaints?</td>
</tr>
<tr>
<td>6</td>
<td>Product and Service Issues CASE ANALYSIS</td>
<td>Wood Ch 6, <em>Kingsford Charcoal Case</em> Product #: 506020-PDF-ENG (price $6.95)</td>
<td><strong>Assignment:</strong> If you were not assigned to analyze this case, write up and submit the 4 most interesting points from the case AND 2 questions for the presenting teams (30 points). <strong>Due November 27, 2015</strong></td>
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<tr>
<td>Case Questions</td>
<td>Kingsford Charcoal</td>
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<td></td>
<td>Product #: 506020-PDF-ENG (price $6.95)</td>
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1. What is your action plan (i.e., what should the brand managers propose with respect to the 4 P’s)?
2. How did Clorox get itself into its present situation (Of what trends does Kingsford need to be aware?)
3. Describe the consumer market for grilling (what is grilling all about, why do people grill, why do some prefer charcoal over gas for grilling)?
4. What are the relevant category definitions and what is your recommended marketing objective and primary competitive focus for each group.
5. What is your overall recommendation?
Atlantic Computer
Product #: 2078-PDF-ENG (price 6.95)

1. What price should Jowers charge DayTraderJournal.com for the Atlantic Bundle (i.e., Tronn servers+PESA software too)?
2. Think broadly about the top-line revenue implications from each of the four alternative pricing strategies. Approximately how much money over the next three years will be “left on the table” if the firm were to give away the software tool for free (i.e., status quo pricing) versus utilizing one of the other pricing approaches?
3. How are Matzer and Cadena’s sales force likely to react to your recommended pricing strategy?
4. How are the customers in your target market likely to react to your recommended pricing strategy? What responses can be provided to overcome any objections?
5. What is your overall recommendation?

Mountain Man Brewing Company: Bringing the Brand to Light
Product #: 2069-PDF-ENG (price $6.95)

1. What are the core components (functional and emotional aspects) of the Mountain Man Brand and why does it have such a loyal following.
   a. What is distinctive about MMBC’s products?
   b. What is distinctive about MMBC’s customers?
   c. How is MMBC’s promotion different and effective?
2. What had caused MMBC’s decline in spite of the strong brand?
3. Is Mountain Man Light feasible for MMBC?
   a. What is required for Mountain Man Light to break even in two years
   b. What market share will Mountain Man Light have to obtain to break even (consider cannibalization).
   c. Is the budget appropriate for launch?
4. Should MMBC launch Mountain Man Light?
   a. Consider the pros and cons for doing so.

MISCELLANEOUS INFORMATION

Academic Dishonesty:
Instances of academic dishonesty will be handled by the issuance of a grade of an "F". This includes evidence of cheating on exams, quizzes, homework assignments, etc. and is applied to both the individual using the work of another and the individual who allows his/her work to be used by another.

The integrity of the classes offered by any academic institution solidifies the foundation of its mission and cannot be sacrificed to expediency, ignorance, or blatant fraud. Therefore, I will enforce rigorous standards of academic integrity in all aspects and assignments of this course.

For the detailed policy of West Virginia University regarding the definitions of acts considered to fall under academic dishonesty and possible ensuing sanctions, please see the Student Conduct Code at http://studentlife.wvu.edu/office_of_student_conduct/student_conduct_code. Should you have any questions about possibly improper research citations or references, or any other activity that may be interpreted as an attempt at academic dishonesty, please see me before the assignment is due to discuss the matter.

Social Justice
West Virginia University is committed to social justice. I concur with that commitment and expect to maintain a positive learning environment based upon open communication, mutual respect, and non-discrimination. Our University does not discriminate on the basis of race, sex, age, disability, veterans status, religion, sexual
orientation, color or national origin. Any suggestions as to how to further such a positive and open environment in this class will be appreciated and given serious consideration.

Inclusivity Statement:
The West Virginia University community is committed to creating and fostering a positive learning and working environment based on open communication, mutual respect, and inclusion. If you are a person with a disability and anticipate needing any type of accommodation in order to participate in this class, please advise me and make appropriate arrangements with the Office of Disability Services (293-6700). For more information on West Virginia University's Diversity, Equity, and Inclusiveness initiatives, please see http://diversity.wvu.edu.

A Note on Plagiarism:
Plagiarism is using or attempting to pass off the ideas or writings of another as your own.

If you have any doubts about what constitutes plagiarism, here are a few resources: Purdue University: http://owl.english.purdue.edu/handouts/research/r_plagiar.html
Indiana University: http://www.indiana.edu/~wts/wts/plagiarism.html
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Team Member Evaluation

Your Name: ________________________________

NAME OF TEAM MEMBER (excluding you)*
1. 
2. 
3. 
4. 
5. 

* NOTE DO NOT EVALUATE YOURSELF

** Evaluation is based on a maximum of 100% and a minimum of zero% (0) for each individual member based upon your judgement and evaluation of that individuals input and group workload. Each group member will be awarded his/her average evaluation percentage in terms of points earned on projects which are determined by the evaluation results of all members of your group. **The group members will not receive a grade for the group project being evaluated until all peer evaluations are completed and submitted to the instructor on December 17, 2015.**

*** If each group member did not receive the maximum percentage (100%) briefly explain why in the space provided below.

SIGNATURE: _____________________________ DATE: ________________