

# MKTG 420 Marketing Management

## Sec 001 - SP 12

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**Office:** L141 D Library  
**Office hours:** M,W 1130-1230 and after class M

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**NOTE: All e-mails to me must include MKTG420 in the subject heading. Otherwise they may not be read.**

**Course Description:** Marketing principles and theories integrated with analytical and behavioral decision processes. Emphasis on problem and opportunity recognition, marketing strategies, and planning and administering marketing programs. Consumer, industrial, institutional, and international markets are considered.

**Prerequisites:** MKTG 301 (Principles of Marketing) CIS104 & 105 (or satisfactory completion of the College of Business and Economics computer competency exam.)

**Instructor Course Support Site:** <https://blackboard.boisestate.edu>

This site will be used as a distribution center for certain course materials.

**Required Textbook:** Strategic Market Management by David A. Aaker. Wiley, 9<sup>th</sup> Ed. ISBN#978-0-470-31724-2. EBook through [www.coursesmart.com](http://www.coursesmart.com)

**Required Cases:** Cases are required for the class. You will receive instructions on how to retrieve the cases on a separate handout.

**Technology:** CPS (brand) Personal Response Pads will be provided for use.

**Recommended Resource:** College of Business & Economics Writing Styles Guide

### Course Learning Objectives and Assessment Methods

1. To apply basic marketing problem analysis techniques to actual business problems.  
Assessment: Homework, Case analysis, Web exercises
2. To enhance oral, written, and presentation skills. Assessment: Cases
3. To identify, assess, and select appropriate segments. Assessment: Homework, Case analysis, and discussion
4. To learn how to effectively position new and existing products/services. Assessment: Case analysis, discussion, and homework
5. To develop and implement complete marketing strategies and tactics. Assessment: Case analysis and Web exercises

Students in this class will learn or practice the following COBE Core Curriculum concepts, methods, and skills:	
1. Understand and apply analytical and disciplinary concepts and methods related to business and economics:	
<input checked="" type="checkbox"/>	1.1. Accounting
<input checked="" type="checkbox"/>	1.2. Business Policy and Strategy
<input checked="" type="checkbox"/>	1.7. Legal environment of business
<input checked="" type="checkbox"/>	1.8. Management
<input checked="" type="checkbox"/>	1.9. Marketing
<input checked="" type="checkbox"/>	1.10. Mathematics & Statistics
<input checked="" type="checkbox"/>	1.11. Supply Chain Management
<input checked="" type="checkbox"/>	2.1. Communicate effectively: Write messages and documents that are clear, concise, and compelling
<input checked="" type="checkbox"/>	2.2. Communicate effectively: Give oral presentations that use effective content, organization, and delivery
<input checked="" type="checkbox"/>	3. Solve problems, including unstructured problems, related to business and economics
<input checked="" type="checkbox"/>	4. Use effective teamwork and collaboration skills
<input checked="" type="checkbox"/>	5. Resolve ethical issues related to business and economics

## PERFORMANCE MEASURES AND REWARDS

### REWARD      ACTIVITY

- 300pts**      **Quizzes and In class points.** We will have 7 quizzes, and I'll drop the lowest one. The remaining 6 are 35pts each. The remaining 90 pts is divided between clicker points, class discussion points, in class activities, and assigned homework.
- 200pts**      **Individual Case Solutions:** You must participate in 2. 100 pts each
- 250pts**      **Team Case Solution:** Your team will submit extensive papers in conjunction with oral presentations outlining the key case decision issues and how they should be tackled. More information on this assignment will be provided.
- 50 pts**      **Case Outlines:** For the 4 cases you're not writing longer papers for. More info in class.
- 200pts**      **Textbook Exams (2 at 100 pts)**

## FINAL GRADE DETERMINATION

Final Points    Letter Grade

975-1000      A +  
925-974      A

900-924	A-
875-899	B+
825-874	B
800-824	B-
775-799	C+
725-774	C
700-724	C-

## **COURSE POLICIES AND GENERAL EXPECTATIONS**

### **Class Attendance**

In accordance with BSU policy, regular class attendance is expected. Excessive absences will result in point deductions. Exceptions to this are absences caused by other, valid university related activities. If you are participating in such activities, please advise me beforehand.

### **Writing Standards**

Writing is an integral part of all of our disciplines, and especially ours. Developing an effective style of writing to convey your thoughts and ideas is one of the most important skills you should attain in college.

The COBE Writing Styles Guide (WSG) will be the writing standard we use in this class. The WSG lays out a set of basic writing standards that will be used across all courses in the College of Business and Economics (COBE). These standards are a subset of rules about good writing taught in English and Communications courses. This subset emphasizes professional communications in the workplace.

You are responsible for downloading your own copy of the COBE Writing Styles Guide. A downloadable version of the WSG can be found a) as a link on the COBE web page; or b) on the Internet at <http://cobe.boisestate.edu/COBEwritingguide/>

Failure to maintain strong writing standards in this class will result in a loss of credit on any given assignment. The amount of credit loss will be a function of the severity of the errors and whether or not they appear to be chronic. In extreme cases, an entire rewrite of an assignment may be required.

### **Classroom Etiquette**

The classroom is a learning environment in which all of us are entitled to an atmosphere free from distractions or noise that inhibits, impedes, or slows down our learning process. In my 12 years of teaching at BSU I have been, in general, very pleased with student conduct in the classroom. I hope that you can work with me to minimize any such distractions. Thanks!

Noted Distractions: Cell phones ringing in class, texting in class, reading materials other than MK 420, headphones, and talking. These are prohibited and will come with point penalties.

### Schedule of Events and Assignments

	Date	Topic	Text Chapters	Written Assignment(s) Due This Date
	Jan 18	Course Intro		
	Jan 23	Mgmt Overview	1	
	Jan 25	Analysis: External and Customer	2	
	Jan 30	Analysis: Competitor	3	Quiz for Ch 1, 2
	Feb 1	Analysis: Market	4	
	Feb 6	Analysis: Environment	5	Quiz for Ch 3, 4
	Feb 8	Analysis: Internal	6	
	Feb 13	Creating Advantages	7	Quiz for Ch 5, 6
	Feb 15	<b>Mid Book Exam</b>	1-7	
	Feb 20	President's Day NO CLASS		
	Feb 22	Value Propositions	8	
	Feb 27	Brand Equity	9	Quiz for 8
	Feb 29	Energy	10	
	Mar 5	Leverage	11	Quiz for 9, 10
	Mar 7	Creating New Business	12	
	Mar 12	Global Strategies	13	Quiz for 11, 12
	Mar 14	Priorities	14	
	Mar 19	Harnessing the Organization	15	Quiz for 13, 14
	Mar 21	Case Day		
	Mar 26	SP Break NO CLASS		
	Mar 28	SP Break NO CLASS		
	Apr 2	Case Day and Review		
	Apr 4	<b>Final Book Exam</b>		
	Apr 9	Case 1		*
	Apr 11	Case 2		*
	Apr 16	Case 3		*
	Apr 18	Case 4		*
	Apr 23	Case 5		*
	Apr 25	Case 6		*
	Apr 30	Case 7		*
	May 2	Case 8		*
	May 7	1-3pm		

\*All case projects are due on the day of the case; group cases, individual cases, and individual outlines.