

MKTG 425 - Marketing Planning Applications - Spring 2012

Sec. 001 – TuTh 9:15-10:30 a.m. – B217

Professor: Gary McCain
Office: B 306I
Hours TWTH 1040 - 12:00, 1:30 – 3:00 PM,
and when my door is open

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COURSE OBJECTIVES

For an operating business or organization, students will identify, assess, and select appropriate marketing strategies and tactics through the following:

1. perform a situation analysis;
2. develop a SWOT analysis report;
3. evaluate current strategies, tactics, plans, and marketing programs;
4. write and present a professional report recommending a marketing plan;
5. and demonstrate to managers and yourselves the quality of marketing education at Boise State University.

ASSIGNMENTS

Course objectives will be achieved through the successful accomplishment of the following assignments, plus any others that may be assigned. The evaluation process is outlined in detail on the opposite page.

1. January 19: Return take-home test.
2. January 24: Submit a written marketing plan for the Treasure Valley Construction Case in a simple topical outline (means brief descriptive statement for each important idea). Show analysis, conclusions and recommendations only. See Marketing Planning Format.
3. January 26: Submit a resume that includes relevant work experience, education, skills, and short-term professional position objectives. Contact data must be there.
4. Before first client meeting: review web site, search for trade associations/publications, look for government data, and seek local press information.
5. One week after first client meeting: detailed three column summary of the meeting and findings from #4 above. Submit a team action plan.
6. Weekly, after first client meeting: time sheets with summary of accomplishments (minutes) and coming tasks (assignments). Updated 3-column worksheet available.
7. Three weeks after first meeting: analysis of external environment **and** OT of SWOT analysis.
8. Three weeks after #7: Finished draft of situation analysis (current marketing plan analysis merged with revision of external analysis), with all previous sections up through complete SWOT.
9. May 1: Finished draft of the entire plan: situation analysis, current plan analysis, recommendations to me by email. Check for viruses. This is primary grade deliverable. You semester's contributions will be considered to assign your grade.
10. Week of December April 30-May 5: Develop presentation and polish documents.
11. Weeks of April 30-May 12, formal client presentations by permission.

SUPPLEMENTARY RESOURCE

The Successful Marketing Plan, Roman G. Heibing, Jr. and Scott W. Cooper, any edition.

EVALUATION FOR ACHIEVING COURSE OBJECTIVES

Final grades will be based on the instructor's evaluation of the quality of students' performance on the assignments listed above. There are no set point values for individual assignments. There are some underlying presumptions about how they contribute to individual evaluation of students' performance in the class:

- ◆ students are enrolled to accomplish the course objectives
- ◆ concepts and models covered in Principles of Marketing were reviewed and used properly in Marketing Management and, therefore, will be understood and used properly as needed to develop marketing plans for clients served by this course
- ◆ all academic work and grades, in the final analysis, turn out to be distributed and evaluated the way the instructor intends
- ◆ students will rely on the instructor to fairly evaluate their contribution
- ◆ since this course serves off-campus clients who may depend on class results for their future, "good" is the minimum acceptable quality for final projects
- ◆ all assignments contribute to the quality of final projects, failure to complete assignments is a failure to complete the course
- ◆ not all student work is good, some instructor input may be necessary for acceptable final results for delivery to the client
- ◆ this means some good or excellent final reports may reflect instructor requests for revision more than student accomplishment
- ◆ instructors may form subjective impressions of student abilities which affect their perceptions of students abilities which affect how grades are assigned to subjective materials
- ◆ good questions to the instructor reflect professional growth
- ◆ questions that reveal a lack of review or poor understanding of previous courses will not be interpreted as good questions
- ◆ this instructor expects excellence, accepts good, criticizes OK, and flunks anything less
- ◆ benchmark grades will be given on some assignments and all interim project components. These serve only as quality indicators for individual assignments
- ◆ final grades will be assigned on the basis of the quality of the marketing plan presented to the client, adjusted for the instructor's perceptions of students' contribution to the project over the entire semester and other assignments

Therefore, you want to start strong, impress me at the beginning, and use me as your resource to achieve a professional experience you will remember with pride.

COBE Core Curriculum

In addition to the course objectives, students in this class will learn or practice the COBE Core Curriculum concepts, methods, and skills detailed below:

- Understand and apply, as needed, analytical and disciplinary concepts and methods related to:
 - Accounting
 - Business Policy and Strategy
 - Economics
 - International Environment of Business
 - Legal Environment of Business
 - Management
 - Marketing
 - Supply Chain Management
- Communicate effectively

- Write messages and documents that are clear, concise, and compelling
- Give oral presentations that use effective content, organization, and delivery
- Solve problems, including unstructured problems, related to business and economics
- Use effective teamwork and collaboration skills
- Resolve ethical issues related to business and economics

Statement of Shared Values

Boise State University upholds the following values as the foundation for a civil and nurturing environment. Campus community members and all who are part of COBE are expected to adhere to the following values.

Academic Excellence – engage in our own learning and participate fully in the academic community’s pursuit of knowledge.

Caring – show concern for the welfare of others.

Citizenship – uphold civic virtues and duties that prescribe how we ought to behave in a self-governing community by obeying laws and policies, volunteering in the community, and staying informed on issues.

Fairness – expect equality, impartiality, openness and due process by demonstrating a balanced standard of justice without reference to individual bias.

Respect – treat people with dignity regardless of who they are and what they believe. A respectful person is attentive, listens well, treats others with consideration and doesn’t resort to intimidation, coercion or violence to persuade.

Responsibility – take charge of our choices and actions by showing accountability and not shifting blame or taking improper credit. We will pursue excellence with diligence, perseverance, and continued improvement.

Trustworthiness – demonstrate honesty in our communication and conduct while managing ourselves with integrity and reliability.

WARM UP QUESTIONS

1. Explain how the level of market penetration by a company affects promotional messages for new product introductions.
2. Describe when/why some companies prefer to compensate sales representatives through salaries rather than commissions.
3. Describe the impact of direct versus indirect cost allocations on harvest/divest decisions for late product life cycle products.
4. Describe some criteria for a small business to determine whether it should distribute directly to end users or distribute through middlemen.
5. Describe how to determine the proportion of total marketing effort should be spent on electronic media vs. traditional media.
6. Describe a target market that would be particularly responsive to social media marketing.
Describe a target market that would be particularly unresponsive to social media marketing.
7. If a retailer buys goods for \$60 each and sells them to a customer with a 40% markup on the selling price, what does the customer pay?
8. Explain why a future employer would hire you rather than anyone else in this room. (Hint: what you want is irrelevant)

Marketing Planning Format	Unacceptable (0-2)	Acceptable (3)	Outstanding (4)
The business and organization			
1. Demand analysis: industry, segments			
2. Target Markets/Customer analysis			
3. Competitive analysis			
4. Economic analysis			
5. Political/Legal analysis			
6. Technological/Creative analysis			
7. Socio/Cultural analysis			
8. Overall Strategy (matrix fit)			
9. Product Strategy/Tactics			
10. Marketing Comm Strategy/Tactics			
11. Sales Strategy/Tactics			
12. Distribution Strategy/Tactics			
13. Pricing Strategy/Tactics			
14. SWOT Summary			
Recommendations			
15. Overall Strategy			
16. Product Strategy/Tactics			
17. Marketing Comm Strategy/Tactics			
19. Sales Strategy/Tactics			
20. Distribution Strategy/Tactics			
21. Pricing Strategy/Tactics			

Note: If other external factors mater, include them. Order of marketing mix variables should fit their importance to the marketing strategy.

Marketing Planning Problem-Solving Rubric

SCALE	Unacceptable		Acceptable		Excellent	
	0	1	2	3	4	5
1. Identifies problem(s)/ opportunities	Does not attempt to or fails to identify and summarize the problem(s) correctly. <input type="checkbox"/>	<input type="checkbox"/>	Summarizes the problem(s) but some aspects are confused; some details are missing. <input type="checkbox"/>	<input type="checkbox"/>	Clearly identifies and summarizes the main problem(s). Identifies secondary or implicit issues. <input type="checkbox"/>	<input type="checkbox"/>
2. Gathers relevant & credible information	Shows little evidence of research; uses few or inappropriate information sources. <input type="checkbox"/>	<input type="checkbox"/>	Shows some evidence of effective research by using appropriate information sources, though sometimes superficially. <input type="checkbox"/>	<input type="checkbox"/>	Shows clear evidence of effective research by using credible, appropriate information sources. <input type="checkbox"/>	<input type="checkbox"/>
3.a. Analysis: Identifies relevant facts and assumptions	Does not identify relevant facts, opinions, and value judgments. <input type="checkbox"/>	<input type="checkbox"/>	Identifies relevant facts, opinions, and value judgments. <input type="checkbox"/>	<input type="checkbox"/>	Examines the evidence and source of evidence; questions its accuracy, precision, relevance, and completeness. <input type="checkbox"/>	<input type="checkbox"/>
3.b. Analysis: Applies appropriate analytical methods competently	Simply repeats facts from client and professor. Does not apply any recognizable analytical method. <input type="checkbox"/>	<input type="checkbox"/>	Uses analytical method to help clarify the issues and facilitate decision making. <input type="checkbox"/>	<input type="checkbox"/>	Provides appropriate, accurate, and thorough analysis to facilitate decision making. <input type="checkbox"/>	<input type="checkbox"/>
3.c. Analysis: Applies quantitative analysis	Does not include appropriate quantitative analysis. <input type="checkbox"/>	<input type="checkbox"/>	Includes limited quantitative analysis. <input type="checkbox"/>	<input type="checkbox"/>	If appropriate, includes appropriate and effective quantitative analysis <input type="checkbox"/>	<input type="checkbox"/>
3.d. Analysis: Evaluates alternative courses of action	Addresses a single perspective and fails to discuss alternative resolutions. <input type="checkbox"/>	<input type="checkbox"/>	Provides basic consideration of alternatives and some comparison of alternatives' strengths and weaknesses. <input type="checkbox"/>	<input type="checkbox"/>	Describes, compares, and critically evaluates alternative courses of action. <input type="checkbox"/>	<input type="checkbox"/>
4.a. Proposes a viable plan of action	Proposes solutions that are difficult to evaluate because they are vague or only indirectly address the problem. <input type="checkbox"/>	<input type="checkbox"/>	Proposes solutions that are simplistic applications of basic marketing principles <input type="checkbox"/>	<input type="checkbox"/>	Proposes solutions indicating a deep integration of marketing concepts to achieve a viable solution to the problem including its situational factors. <input type="checkbox"/>	<input type="checkbox"/>
4.b. Supports proposed recommendations	The report does not adequately explain the recommended plan of action. <input type="checkbox"/>	<input type="checkbox"/>	The report provides basic recommendation support; uses some supported logic and/or evidence. <input type="checkbox"/>	<input type="checkbox"/>	The report makes a compelling case for the recommended plan of action; uses clear logic and/or evidence. <input type="checkbox"/>	<input type="checkbox"/>
4.c. Provides a set of implementation approaches of value	Does not offer implementation recommendations that address the key problems <input type="checkbox"/>	<input type="checkbox"/>	Has implementation recommendations that address the problem but may not provide solutions <input type="checkbox"/>	<input type="checkbox"/>	Provides implementation recommendations that will allow the client to apply them for future decisions <input type="checkbox"/>	<input type="checkbox"/>
The overall problem-solving skills demonstrated by this plan are:	<input type="checkbox"/> Unacceptable		<input type="checkbox"/> Acceptable		<input type="checkbox"/> Excellent	

MKTG 425 Applied Marketing Planning Take Home Exam

A review of Principles of Marketing and other marketing courses you have taken and use of your supplemental resource book, The Successful Marketing Plan, can help.

Vagueness is not a virtue. Neither is the volume of words. Be specific.

1. What are the criteria to determine when and how to segment?
2. What do you need to report about your client's target market?
3. How does the product life cycle affect the decision making of a startup firm?
4. Write two questions you would like to know about TVCC's advertising. Tell what you would do with the answers.
5. If a proposed advertising plan costs \$400 per week, and the gross margin for sales is 50% on sales, how much more sales need to be generated by the ads to justify the expense?
6. Describe a process to allocate a limited marketing budget to reach a target market.
7. Use the 7 C's (or your favorite website evaluation model) to evaluate the website of some business that you have patronized or product purchased since last semester.
8. Describe the factors of the service quality model.
9. How do each of the four components of a SWOT analysis relate to each other?
 - a. Strength/Weakness
 - b. Strength/Opportunity
 - c. Strength/Threat
 - d. Weakness/Opportunity
 - e. Weakness/Threat
 - f. Opportunity/Threat

Respond to a potential client's questions below:

1. I've been selling my products by calling on my clients myself without any advertising, but it's time to do something else. How do I decide how much to spend on advertising, web, sales force?
2. How do I decide where to advertise?
3. So how are social media worth the time and money for a business?
4. Given your answer in #1, how would I attract anyone to sell for me: profitably to me and to the sales rep?

Consider your answers carefully. Students have been asked to drop the course based on this test.