

MKTG 5700 Contemporary Marketing Concepts
College of Business Administration
University of Missouri-St. Louis
2016 Summer

Instructor: Dr. Gerald Gao, Associate Professor of Marketing
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Research areas: Firm Capabilities and Innovation; International Marketing Strategy
<http://www.umsl.edu/divisions/business/About%20the%20College/Faculty/Marketing/geraldgao.html>

Class schedule: 8:30 - 12:30 pm (Fr/Sa), ESI, L38

Course Description

Marketing is a driving force in the modern global economy and has strong impact on our everyday life. In this course, we will examine how marketing discovers and satisfies consumer needs, and look into the decision process that marketers come up with products and services to reach different groups of people or segments. This course addresses important marketing issues such as strategic planning, new media strategies, consumer research, and marketing mix strategies. The acquisition and utilization of marketing research data for problem solving will be stressed. Relation and integration of marketing knowledge to the successful development of sound marketing policy, planning, and strategy will be developed.

The course will help students achieve the following two objectives:

1. Students will be exposed to new developments of marketing theories and practices in the area and get knowledge of the marketing strategy and process.
2. Students will be able to analyze and evaluate marketing activities and solve practical problems from the real business world.

Learning Method

This course emphasizes an active learning process. Active participation of students in both in-class discussion and out-of-class project preparation will be critical to the learning process. The course will adopt a variety of approaches, including lectures, presentations, interactive discussions, and marketing simulation.

Textbook

Marketing: An Introduction Plus 2014 MyMarketingLab with Pearson eText --Access Card Package 12/e, Armstrong & Kotler,
ISBN: 9780133792591, Prentice Hall.

Course Site: MyGateway

--I will post class announcements, grades, and PowerPoint slides, etc.

My Marketing Lab

<http://www.pearsonmylabandmastering.com/northamerica/mymarketinglab/students/get-registered/>

Strategic Marketing Simulation

<https://game.ilsworld.com>

Grading

Grades will be assigned based on the following requirements and corresponding weights:

Tests (10%, 10%, and 5%)	25%
Case analysis (individual-based)	15%
New Marketing Development (individual- based)	10%
My Marketing Lab (individual-based)	20%
<i>Marketplace</i> simulation (team-based)	30%
Total	100%

The breakdown of grade ranges:

A = 93% and above; A- = 90-92%; B+ = 87-89%; B = 83-86%; B- = 80-82%
C+ = 75-79%; C = 65-74%; C- = 60-64%; F = Below 60%

1) Tests

There will be **three tests** with multiple choice questions of the text and lectures. Given the nature of this course and the time constraint, the objective is to make sure that students will have a sound grasp on concepts and strategies used in marketing practices.

2) Case analysis

Students will be responsible for **two** case listed in the syllabus to do their analysis and write report. Each is expected to do the following:

- 1) Update the information in case to get a complete picture of the company and the situation;
- 2) Raise critical issues that the company faced or is facing currently;
- 3) Select the most important issues (1 or 2 issues) in your judgment;
- 4) Offer solutions to the most important issues. Justify the solutions in detail.

A written report should be submitted to the instructor. The report must be typed out and the length of the text should not exceed 5 double-spaced pages.

3) Presentations on New Marketing Development

To add new perspectives on specific marketing issues, each student will be required to find a "related topic" and give a **10-minute** discussion during the class. The slide should be sent to the instructor before the presentation date. Topics may include (1) Marketing Strategy and Environment; (2) Consumer/business markets and information technology; (3) Products and Pricing; and (4) Channels and Marketing Communication. For example, an appropriate topic would be "Uses of Big Data to Generate Marketing Insights." I suggest students find several major reference articles or consult some current information source (magazines, newspapers, etc.).

Each presenter's grade will be based on four criteria: (1) organization and appearance; (2) degree of creativity (making topic interesting); (3) quality of research on topic; and (4) ability to handle class questions.

4) My MarketingLab

We will use **My MarketingLab** as a dynamic study tool to continuously assess and enhance students' learning performance. The contents include video cases and marketing simulation. Please finish the assignments on time.

5) Marketplace simulation

Each team will be responsible for the marketing and financial performance of a new personal computer company competing in the Marketplace against other teams. Review the class schedule

to see the due date for each of the eight quarter decisions.

In eight decision rounds representing a two-year period of compressed time, players evaluate the market opportunity, choose a business strategy, evaluate the tactical options and make a series of decisions with profitability in mind. The players' decisions are combined with the decisions of their competitors and run through a marketplace simulator. The results are fed back to the players for the next round of decision making.

The grade is based on your team's performance relative to other teams and a reflection paper on the game. The final paper is due on the final day of the class and the length of the text should not exceed ten (10) double-spaced pages. In the paper, each team needs to summarize the process of decision making, evaluate the strategies adopted, and identify areas that can be improved. Team members have the opportunity to evaluate each other's contribution at the end of the semester. Significant deviation in performance above or below the norm will be used to adjust individual student grades.

CLASS SCHEDULE

Date	Class Activities	Major Topics
May 21	Class Introduction <i>Marketplace Setup</i> Organize Teams	“Marketing Strategies in a dynamic environment”
Quarter 1 Decisions due on May 24 Quarter 2 Decisions due Jun 3 Quarter 3 Decisions due Jun 10		Chapter 1 – Marketing Chapter 2/3 – Strategic Planning/scanning Chapter 7/8- Product Strategy Chapter 9 – Pricing
Jun 10 & 11	Exam #1 – first 6 chapters Meet with the Instructor	“Marketing Strategies and the decision making process”
Quarter 4 Decisions due Jun 17 Quarter 5 Decisions due on July 1 Quarter 6 Decisions due July 12		Chapter 4 – Marketing Research Chapter 5 – Consumer Behavior Chapter 6– Market Segmentation
Jul 8 & 9	Exam #2 – next 3 chapters Marketing Team meetings	“Developing and Implementing Channel and Promotion Strategies”

Quarter 7 Decisions due Jul 22 Quarter 8 Decisions due Jul 29		Chapter 10 – Channels Chapter 12– Adverting and Communication
Aug 5	Exam #3 – last 2 chapters Marketplace game evaluation	

The information in this syllabus may be subject to change and changes will be announced in class.