

UNIVERSITY OF PUERTO RICO, USA
GRADUATE SCHOOL OF BUSINESS ADMINISTRATION

MERC 6541: Marketing Management by Justin Paul

Semester: 2017 (August – December)

Credits: 3 Credits

Office Hours: Tuesday 3-6pm , Thursdays 3 - 6pm, and by appointment

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Teaching Assistant: Angel Moriera & Amilkar Cruz

COURSE TITLE

Marketing Management

COURSE DESCRIPTION

This course is intended to introduce you to the essentials of marketing: how firms and consumers behave and what strategies and methods marketers can use to successfully operate in today's dynamic environment.

Videos for the course available on- [facebook.com/drjustinpaul](https://www.facebook.com/drjustinpaul) (You will get automatic updates, if you click LIKE the page) & also on the FB Group Marketing Ideas and Strategies.

OBJECTIVES

Specifically, the course goals are:

- To define the strategic role of marketing in the firm.
- To introduce students to the key elements of marketing analysis.
- To provide a sound conceptual and theoretical “tool kit” for analyzing marketing problems.

TEXT Book- Marketing Management, 14th edition, Kotler & Keller.

Mid Term exam is on 23rd December, 2017.

TOPICS, OUTLINES AND READINGS

Week	Topic	Assignment and Case Preparations	Reading	Case
1	-Introduction, Defining Marketing for the 21st Century & Developing Marketing Strategies and Plans.	Class discussion	Ch. 1 Ch. 2	
2.	-Collecting Information and Forecasting Demand. -Conducting Marketing Research.	For class discussion	Ch. 3 Ch. 4	Microsoft P. 93 Wal-Mart P. 94
3	-Creating Long-term Loyalty Relationships. -Analyzing Consumer Markets.	For class discussion	Ch. 5 Ch.6	Nordstrom P. 148 Disney P. 178
4	-Analyzing Business Markets. -Identifying Market Segments and Targets. Special: Marketing Debate. Is Mass Marketing Dead?	For class discussion	Ch. 7 Ch. 8	Masstige Marketing Redefined and Mapped
5	-Creating Brand Equity -Crafting the Brand Positioning.	LV Case & Ps. on masstige marketing. Presentation by team 1 & 2 Exercise: Masstige scale	Ch. 9 Ch.10	Louis Vuitton in Japan (Ivey- Canada)
6	-Competitive Dynamics.	Exercise	Ch. 11	Samsung P. 321
7	Setting Product Strategy.	Presentation by team 4	Ch. 12	Toyota P. 352
8	-Designing and Managing Services.	Article –Service failure & Problems: Internal marketing solutions	Ch. 13	The Ritz- Carlton P. 379
9	Mid term exam			
10	-Developing Pricing Strategies and Programs.		Ch. 14	Southwest Airlines P. 413
11	-Designing and Managing Integrated Marketing Channels. -Managing Retailing, Wholesaling, and Logistics.	For class discussion	Ch. 15 Ch. 16	Amazon P. 443 Best Buy P. 471

12	-Designing and Managing Integrated Marketing Communications. -Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations.	For class discussion	Ch. 17 Ch. 18	Red Bull P. 498 Coca-Cola P. 531
13	-Managing Personal Communications: Direct and Interactive Marketing, Word of Mouth, and Personal Selling. -Introducing New Market Offerings.	Presentation by team 8 For class discussion	Ch. 19 Ch. 20	Facebook P. 565 Apple P. 591
14	-Tapping into Global Markets. -Managing a Holistic Marketing Organization for the Long Run.	For class discussion	Ch. 21 Ch. 22	Nokia P. 618 Starbucks P. 649
15	Final Exam & Presentations of Marketing Plan			

Criteria for grading

Midterm	25 %
Class Participation/ Contribution	15 %
Case Presentation	10%
Exercises	10%
Final Exam	40 %

*Assignments are to be submitted on blackboard