

BA in Management Program
Fall Semester, 2013
MKTG 405 – Marketing Strategy

Instructor: Prabirendra Chatterjee
Office: SOM 1011
Phone: (216) 483-9649
Fax: (216) 483-9699
E-mail: prabirendra@sabanciuniv.edu
Web: SuCourse
Office Hours: Tuesday 4 pm – 6 pm or by appointment

Type	Time	Days	Where
Class	12:40 am - 3:30 pm	T	FASS 1099

Course Objective:

In this course, you will learn how to solve marketing issues with tools that are readily available: Models of marketing problems, Excel spreadsheets, and your own intelligence in solving problems. Various marketing models, to which you will be exposed over the semester, have been developed over the years to deal with important marketing analysis and decision problems. Excel spreadsheets (*MEXL software*) provide a consistent and useful format for implementation of the models. Finally, your interest and intelligence in problem solving allows you to use marketing models in Excel spreadsheets to deal effectively with important marketing problems. This is a course that emphasizes application. Lectures and textbook readings expose you to the marketing models, and, importantly, several case exercises have you apply the models to marketing situations. You are required to prepare and hand in written solutions to the case applications, and we will also discuss the case applications and their solutions in class.

A key component of this course is *Markstrat simulation*. The decision making process in Markstrat is designed to illustrate and implement product management concepts and techniques to successfully develop and market new products. The course revolves around the computer simulation exercise. Students will participate in small groups to work and provide (multi-period) input for the competitive simulation game. Each team is assigned the responsibility of managing a Markstrat firm for six decision periods. A Markstrat industry is comprised of several firms. Each firm is only in competition with other firms in the same industry. Six class sessions are dedicated to Markstrat decisions. In addition, you will be required to develop and submit a team marketing plan for last three MarkStrat rounds.

In your capacity to manage a Markstrat company, you will be expected to establish long-term objectives, formulate product strategies, and make marketing mix decisions. This requires a well-defined marketing plan. Each team will have the opportunity to make six sets of operating decisions over the course of the simulation.

Learning Outcomes:

Upon successful completion of the course, the student should be able to:

1. Understand the role of analytical techniques and computer models and how they enhance marketing decision making in modern enterprises.
2. Improve his/her ability to view marketing processes and relationships systematically and analytically.
3. Be exposed to various examples that demonstrate the value of strategic marketing management in real managerial context.
4. Develop decision making skills necessary to deal with today's uncertain market environment.
5. Understand product management concepts and techniques to successfully market existing products and develop new products.
6. Discover sources of information in evaluating the competitive landscape and the product market.
7. Work effectively as a team.

Course Material:

1. **Textbook** - "Principles of Marketing Engineering" by *Gary Lilien, Arvind Rangaswamy and Arnaud De Bruyn* (2nd Edition, 2013), DecisionPro, Inc
2. **Software** – (a) Marketing Engineering for Excel (MEXL) ([www. DecisionPro.biz](http://www.DecisionPro.biz), student access code mktg1357); (b) MarkStrat

List of Cases

Case 1	Date: 24 th September
	Case: Allegro
	Type: Digital Softcopy
	Subject: Market Response Model
	Teamwork?: Yes
	Grading: Individual
Case 2	Date: 1 st October
	Case: ABB Electric
	Type: Digital Softcopy
	Subject: Customer value assessment and valuing customers
	Teamwork?: Yes
	Grading: Individual
Case 3	Date: 8 th October
	Case: Bookbinders Book Club
	Type: Digital Softcopy

	Subject:	Customer value assessment and valuing customers
	Teamwork?:	No
	Grading:	Individual
Case 4	Date:	22nd October
	Case:	Addison Wesley Longman
	Type:	Digital Softcopy
	Subject:	Segmentation and Targeting
	Teamwork?:	Yes
	Grading:	Individual
Case 5	Date:	28th October (No class on 29th October)
	Case:	Flip side of segmentation
	Type:	Digital Softcopy
	Subject:	Segmentation and Targeting
	Teamwork?:	No
	Grading:	Individual
Case 6	Date:	5th November
	Case:	Blackberry Pearl
	Type:	Digital Softcopy
	Subject:	Positioning
	Teamwork?:	Yes
	Grading:	Individual
Case 7	Date:	12th November
	Case:	Infiniti G20
	Type:	Digital Softcopy
	Subject:	Positioning
	Teamwork?:	No
	Grading:	Individual
Case 8	Date:	26th November
	Case:	Ford Hybrid Car
	Type:	Digital Softcopy
	Subject:	Forecasting
	Teamwork?:	Yes
	Grading:	Individual
Case 9	Date:	3rd December
	Case:	Zenith HD TV
	Type:	Digital Softcopy
	Subject:	Forecasting
	Teamwork?:	No
	Grading:	Individual
Case 10	Date:	10th December
	Case:	Forte Hotel
	Type:	Digital Softcopy
	Subject:	New Product and Service Design
	Teamwork?:	Yes
	Grading:	Individual
Case 11	Date:	17th December

Case: Kirin
 Type: Digital Softcopy
 Subject: New Product and Service Design
 Teamwork?: No
 Grading: Individual

Case 12 **Date:** 24th December
 Case: Blue Mountain Coffee
 Type: Digital Softcopy
 Subject: Marketing Mix
 Teamwork?: Yes
 Grading: Individual

Case 13 **Date:** 31st December
 Case: C-Tek
 Type: Digital Softcopy
 Subject: Marketing Mix
 Teamwork?: No
 Grading: Individual

Optional Reading Material:

The Wall Street Journal Marketing weekly review
<http://www.forbes.com/sales-marketing/>
 Bloomberg Markets Magazine

Course Web:

All the powerpoint slides, data files and in class case studies will be uploaded on MySu before 24th of September. The in class case study solution keys and the take home case study assignments will be uploaded on weekly basis.

Instructional Design:

Each class day has three teaching modules – (i) Discussion on theory (12:40 to 1:30 pm), (ii) Case study discussion (with MEXL) (1:30 to 2:30 pm) and (iii) MarkStrat Simulation (2:40 to 3:30 pm). There will be a short break during 2:30 to 2:40 pm.

Grading:

Evaluation criterion	Total contribution to grade
In class case analysis	12%
Take home case analysis	18%
Midterm	20%
Final	20%
MarkStrat Performance (In class)	15%
MarkStrat Report	10%
MarkStrat Peer Evaluation	5%

<i>Total:</i>	<i>100%</i>
---------------	-------------

Peer Evaluation in Teamwork

Students will be asked to provide an evaluation of the members of their team in MarkStrat project. Each student will divide 100 points between the members of her team, including himself/herself. This division should reflect that person's judgment of the contribution of the members of her team. The scores should not be merely functions of time spent by each member, but they should be measures of the "contribution;" their relative contribution to the idea generation, research, analysis, writing, oral presentation, report writing, etc. If the team was highly functional, and each member did what they committed themselves to, then the student can assign the same mark to each member of the team. If, on the other hand, some members of the team did not fulfill their commitments and did not contribute as much as the others, then points can be distributed unevenly.

The points submitted by all members of the team will be aggregated by the instructor. Every student will be given his/her aggregate peer evaluation, without disclosing the individual peer evaluations to the students.

In case there is no consensus among the team, for example, if three students divide the marks evenly and the fourth one divides them unevenly, then the instructor will use his/her judgment to assign peer evaluation marks--possibly after meeting with the members of the team.

In cases where there are conflicting marks, it is most likely that the instructor will meet with the team members and provide a mark based on an interview. For example, in a group of four, if Students A and B believe they did most of the work, and Students C and D believe otherwise, the team may be called in for an interview in order to be fair to everyone.

Past experience indicates that in most groups points will be distributed evenly. There will be a few groups where peer evaluations will play a role in the marks. The primary goal of this exercise is to avoid giving undeserved credit to individuals who did not help their teams. However, it is possible to have upwards adjustments of marks in case of students who have done more than what the group expected of them.

The peer evaluation will have a direct impact on your MarkStrat performance score. To give a simple example, if the group mark is 25 out of 30, and if your peer evaluation indicates that your contribution was less than what was expected, then your MarkStrat performance mark will be less than 25 out of 30. There are no simple rules for adjustment.

Requirements:

1. There will be no make-up midterm and final examinations. If a student misses exams due to illness, he/she must provide a medical certificate; no makeup exam will be arranged without the medical certificate.
2. Class attendance is not mandatory. However, missing a class means a student will not get any credit for that week's 'in class case study analysis'. In order to receive the credit for in class case study analysis, a student must submit a write-up by 11:59 pm that day. If a student misses a class due to illness, he/she must provide a medical certificate. Upon submission of the medical certificate, alternative arrangements can be made.
3. No late homework will be accepted. A student must submit the homework in class (before the lecture begins).
4. Students are expected to actively participate in class discussions. During the take home case study discussion sessions, I may make cold-calls; students must always come prepared. There will be extra credit for active participation in the class.
5. In the first three rounds, MarkStrat performance would be evaluated in terms of industry ranking. In the last three rounds, the teams need to achieve specific targets to get full credits. More guidelines regarding MarkStrat performance would be provided later.

Academic Honesty:

Learning is enhanced through cooperation and as such you are encouraged to work in groups, ask for and give help freely in all appropriate settings. At the same time, as a matter of personal integrity, you should only represent your own work as yours. Any work that is submitted to be evaluated in this class should be an original piece of writing, presenting your ideas in your own words. Everything you borrow from books, articles, or web sites (including those in the syllabus) should be properly cited. Although you are encouraged to discuss your ideas with others (including your friends in the class), it is important that you do not share your writing (slides, MS Excel files, reports, etc.) with anyone. Using ideas, text and other intellectual property developed by someone else while claiming it is your original work is *plagiarism*. Copying from others or providing answers or information, written or oral, to others is *cheating*. Unauthorized help from another person or having someone else write one's paper or assignment is *collusion*. Cheating, plagiarism and collusion are serious offenses that could result in an F grade and disciplinary action. Please pay utmost attention to avoid such accusations.

Classroom policies and conduct

Sabancı BA in Management Program values participatory learning. Establishing the necessary social order for a participatory learning environment requires that we all:

- Come prepared to make helpful comments and ask questions that facilitate your own understanding and that of your classmates. This requires that you complete the assigned readings for each session before class starts.
- Listen to the person who has the floor.
- Come to class on time.
- You need to bring your own laptop in class. However, it is only to be used for class activities. You must not surf internet and should not be doing any non-class activities during class time.

Course Schedule:

Class	Topics, Reading and Assignments
Week 1 (24 th of September)	<ul style="list-style-type: none"> • Introduction to course • Marketing Engineering Approach • MarkStrat Introduction • Case study - Allegro (In class) <p><i>(Reading)</i></p> <p><i>Chapter 1</i></p>
Week 2 (1 st of October)	<ul style="list-style-type: none"> • Customer value assessment and valuing customers – I • Case study discussion - ABB Electric • Case study assignment – Bookbinders book club (Take home, due in class on 8th of October) • MarkStrat Round 1 <p><i>(Reading)</i></p> <p><i>Chapter 2</i></p>
Week 3 (8 th of October)	<ul style="list-style-type: none"> • Customer value assessment and valuing customers – II • Case study discussion - Bookbinders book club • MarkStrat Round 1 Analysis <p><i>(Reading)</i></p> <p><i>Chapter 2</i></p>
Week 4 (15 th of October)	<ul style="list-style-type: none"> • Semester Break – No lecture
Week 5 (22 nd of October)	<ul style="list-style-type: none"> • Segmentation and targeting - I • Case study discussion – Addison Wesley Longman • Case study assignment - FLIP side of segmentation (Take home, submit electronically by 28th of October, Monday) • MarkStrat Round 2

	<p><i>(Reading)</i></p> <p><i>Chapter 3</i></p>
Week 6 (29 th of October)	<ul style="list-style-type: none"> • National Holiday – No lecture • FLIP side of segmentation case study analysis will be uploaded on MySU • MarkStrat Round 2 Analysis will be posted on MySu
Week 7 (5 th of November)	<ul style="list-style-type: none"> • Positioning - I • Case study discussion – BlackBerry Pearl • Case study assignment – Infiniti G20 (Take home, due in class on 12th of November) • MarkStrat Round 3 <p><i>(Reading)</i></p> <p><i>Chapter 4</i></p>
Week 8 (12 th of November)	<ul style="list-style-type: none"> • Positioning – II • Case study discussion – Infiniti G20 • MarkStrat Round 3 analysis <p><i>(Reading)</i></p> <p><i>Chapter 4</i></p>
Week 9 (19 th of November)	<ul style="list-style-type: none"> • Midterm 1 (18th of November)
Week 10 (26 th of November)	<ul style="list-style-type: none"> • Forecasting - I • Case study discussion – Ford hybrid car • Case study assignment – Zenith HDTV (Take home, due in class on 3rd of December) <p><i>(Reading)</i></p> <p><i>Chapter 5</i></p>
Week 11 (3 rd of December)	<ul style="list-style-type: none"> • Forecasting – II • Case study discussion – Zenith HDTV

	<p>MarkStrat Round 4</p> <p><i>(Reading)</i></p> <p><i>Chapter 5</i></p>
Week 12 (10 th of December)	<ul style="list-style-type: none"> • New product and service design - I • Case study discussion – Forte Hotel (in class) • Case study assignment - Kirin (Take home, due in class on 17th of December) • MarkStrat Round 4 Analysis <p><i>(Reading)</i></p> <p><i>Chapter 6</i></p>
Week 13 (17 th of December)	<ul style="list-style-type: none"> • New product and service design - II • Case study discussion – Kirin • MarkStrat Round 5 <p><i>(Reading)</i></p> <p><i>Chapter 6</i></p>
Week 14 (24 th of December)	<ul style="list-style-type: none"> • Marketing Mix - I • Case study discussion – Blue mountain coffee (in class) • Case study assignment – C-Tek (Take home, due in class on 31st of December) • MarkStrat Round 5 Analysis <p><i>(Reading)</i></p> <p><i>Chapter 7</i></p>
Week 15 (31 st of December)	<ul style="list-style-type: none"> • Marketing Mix – II • Case study discussion – C-Tek • MarkStrat Final Round (MarkStrat project report is due on the day of the final exam) <p><i>(Reading)</i></p> <p><i>Chapter 7</i></p>