

COURSE INFORMATION

Course title:	Marketing	Credits:	1.5
Course code:	BAMA550	Class location:	HA 132 (001) / HA 133 (002)
Session, term, period:	2019 WT1 Period 2	Class times:	M/W 2:00-4:00 (001) M/W 10:00-12:00 (002)
Section(s):	001-002	Pre-requisites:	n/a
Course duration:	Oct 28 – Dec 7, 2019	Co-requisites:	n/a
Division:	Marketing & Behavioural Science		
Program:	MBA		

INSTRUCTOR INFORMATION

Instructor:	JoAndrea (Joey) Hoegg	Office location:	HA 575
Phone:	604-827-4541	Office hours:	By appointment
Email:	joey.hoegg@sauder.ubc.ca		

Teaching assistant:	Gokhan Basaran
Office hours:	By appointment
Email:	gbasaranme@yahoo.com

COURSE DESCRIPTION

This course is designed to give you experience with concepts, analytical techniques and practices that managers use to make marketing strategy decisions. The course is focused on developing your analytical and critical thinking skills and developing your ability as a manager and decision maker. The course uses case studies to give you practice applying the techniques and making decisions.

LEARNING OBJECTIVES

By the end of this course, students will be able to:

1. Segment a market to identify promising segments
2. Analyze a firm and its market to generate a positioning strategy
3. Employ strategic frameworks to analyze a market environment
4. Analyze buyer behavior to make promotion and pricing decisions

ASSESSMENTS

Summary

<u>Component</u>	<u>Weight</u>
Team case analysis	20%
Individual case analysis	20%
Marketing math exercise	15%
Marketing plan presentation	25%
Class participation	<u>20%</u>
Total	<u>100%</u>

Details of Assessments

The course will consist of concept classes and case classes. Concept classes involve class discussion of the assigned articles as well as concepts and practices used in industry. The purpose is to understand how the concepts can be used to address issues managers face in making marketing decisions.

Case classes involve class discussion of your analysis and decision. Cases are used to learn how to analyze real- world information and make decisions as a manager. Your job is to assume the role of the decision maker in the case, apply the course concepts to analyze the information provided, make a decision, and debate whether your decision is the best course of action. I will occasionally present alternative approaches to solving the problem, but the analysis and decision are your responsibility. You must arrive to class with your analysis and decision.

Class Participation (20%):

The course is only five weeks long and so the value of what happens within each class each day is important. Each of you can impact the value of the in-class experience, and accordingly, I will grade you on your ability to do that. Each student will receive a participation score for each class and I will average the score at the end of the course. Participation involves taking an active role in discussions. This requires coming to class with the materials read ahead of time. I may give pop quizzes on the reading material. Respecting your classmates in class discussions is paramount and I value quality over quantity. Indeed, dominating a class discussion can result in a lower participation grade. Note that each score is the maximum you can receive if you fall into that category. For example, if you are late, you will receive no more than a 4 even if you ask good questions or participate fully at a later point in the class. If you need to be late or miss a class for some reason, please contact me ahead of time. Excused lateness or absences (for illness or family emergencies) will not affect your participation.

Grading Scale for Class Participation:

- 0 Absent.
- 1-4 Late or inattentive. Unable to answer basic questions from the readings.
- 5-6 Present but not voluntarily participating.
- 7-8 Participating with information such as case or article facts, opinions, and examples.
- 9-10 Engaging in a meaningful and impactful discussion that advances understanding or generates insights.

Case Analyses

We will read three cases this term. One you will write up as a team, one you will write up as an individual, and one you will only need to read and be prepared to discuss. All cases in the course are CLOSED cases, meaning you are not to access or use any materials other than what is in the case.

Team Case Analysis (20%)

There is one team case. You will be asked to prepare the case for class with a write up similar to what you did for your BSi course. Case submissions are due at 7:00am on the due date indicated on the schedule. Your team letter must be included in the name of the file. Names of students should not be included in the document. For the team case you will be asked a series of specific questions that require you to (1) segment the market, (2) evaluate the attractiveness of the market segments, (3) decide which segment(s) you wish to target, and (4) explain why your strategy is the best course of action in light of the risks and benefits associated with the various targeting options.

Individual Case Analysis (20%)

There are two individual cases. You will choose one and prepare a write up similar to what you have done for your BSi course. Submissions are due at 7:00am on the due date indicated on the schedule. On the day the other case is due, you will be asked to answer five questions about the case. This is simply to ensure that everyone is prepared to discuss the case that day. Your name or student number must be indicated in the saved name of the file. Your name should not be anywhere in the document. Please submit in pdf format. One point (out of 25) will be deducted if incorrectly formatted.

Marketing Math Exercise (15%)

This exercise tests basic math and logical reasoning skills relevant for marketing analysis (e.g., calculating margins, market share, break even analysis, interpretation of market data, etc.). It is included in the course to evaluate analytical ability and to prepare students for the analyses they will be expected to perform in the real world. Students also find it helpful in preparing for job market interviews and case analyses.

Marketing Plan Team Presentations (25%)

Your assigned team will be given a comprehensive marketing plan case and will deliver a 10-minute marketing plan presentation in which you outline a marketing strategy and the analysis behind it. Presentations will be followed by a 5-minute Q&A period with the instructor. The format of your presentation is up to you but it should involve all team members and clearly outline the decisions and reasoning for each element of the marketing plan: 1. Segmentation Analysis and Target Market Selection, 2. Product Positioning, 3. Pricing Strategy, 4. Distribution, 5. Marketing Communications.

Presentation dates for each team will be determined by a random draw during the course. Teams will be evaluated using the Marketing Plan Presentation Evaluation Form posted on Canvas. Your team should review the criteria before developing your presentation.

iPeer Evaluations

At the end of the course I will ask you to evaluate your group members on their contribution to the group assignments. It is important to keep in mind that group contribution is never going to be perfectly equal. I will ask you to consider whether you felt that overall, given the tasks required and how you divided them up, the distribution of work was fair. If you felt there was injustice in your group you can indicate as much through the iPeer evaluations. Grades will not be adjusted up, but individual grades could be adjusted down if there is significant evidence that some group members were not contributing AND clear evidence of attempts to include those group members and to give them a chance to contribute. Being down-graded by a single team member does little damage and typically will be disregarded. If a case of unequal work effort is identified and there is evidence to support it, I will typically take the average peer assessment percentage score for the student(s) and multiply it by the team's grade to arrive at the student's grade. For example, if a team receives a grade of 80% and a member of the team receives an average peer evaluation of 75% from the other team members, that team member's individual grade will be $75\% \times 80\% = 60\%$. Each team member must complete the iPeer questionnaire at the end of the term. I reserve the right to adjust peer evaluations to ensure fairness. My advice is to be proactive. Set expectations early and address conflicts quickly. Poor communication and failing to manage expectations are often the source of discrepancies in peer evaluations.

LEARNING MATERIALS

Reading Materials: The course readings are comprised of articles and cases. Some articles are freely available through the library via Canvas. The rest are part of a course package you will need to purchase from Ivey Publishing prior to the start of class. Below are the steps to purchase your course package:

1. Go to the Ivey Publishing website at www.iveycases.com
2. [Log in](#) to your existing account or click "[Register](#)" to create a new account and follow the prompts to complete the registration. If registering, choose the "Student User" role.
3. Click on this link or copy into your browser:
<https://www.iveycases.com/CoursepackView.aspx?id=24561>
4. Click "Add to Cart".
5. You may choose to order in either **print** or **digital** format.
 - To order the material in digital format, check "digital download" and click "OK".
 - To order a printed copy for delivery, enter the print quantity required and click "OK".
Please note that shipping charges will apply.
6. Go to the Shopping Cart (located at the top of the page), click "Checkout", and complete the checkout process.
7. When payment has been processed successfully, an Order Confirmation will be emailed to you immediately and you will see the Order Confirmation screen.
 - If you ordered digital copies: Click "Download your Digital Items" or go to "My Orders" to access the file.
 - If you ordered printed copies: Your order will be printed and shipped within 2 to 3 business days.

IMPORTANT: Access to downloadable files will expire 30 days from the order date, so be sure to save a copy on your computer. The downloadable file is a PDF document that can be opened using Adobe Reader.

COURSE-SPECIFIC POLICIES AND RESOURCES

Missed or late assignments, and regrading of assessments

Assignments will be submitted on Canvas and will be evaluated through turnitin.com. Late submissions will not be accepted and will receive a grade of zero.

Academic Concessions

If extenuating circumstances arise, please contact the RHL Graduate School program office as early as reasonably possible, and submit an [Academic Concession Request & Declaration Form](https://webforms.sauder.ubc.ca/academic-concession-rhlee) <https://webforms.sauder.ubc.ca/academic-concession-rhlee>. If an academic concession is granted during the course, the student will be provided options by RHL, or by the instructor in consultation with RHL, per [UBC's policy on Academic Concession](#).

Other Course Policies and Resources

Disputing a grade

Any appeals of grades must be made in writing. Appeals must use the proper form (available on the website) and must provide a detailed description of the specifics of the appeal. "I worked really hard" is not a sufficient reason for an appeal. Appeals will be considered only after the course is complete. All appeal decisions are final.

POLICIES APPLICABLE TO COURSES IN THE ROBERT H. LEE GRADUATE SCHOOL

Attendance

Excepting extenuating circumstances, students are expected to attend 100% of their scheduled class hours. Absent students limit their own academic potential, and that of their classmates, and cause unnecessary disruption to the learning environment. Students missing more than 20% of the total scheduled class hours for a course (including classes held during the add/drop period) without having received an academic concession will be withdrawn from that course. Withdrawals, depending on timing, could result in a "W" or an "F" standing on the transcript.

Punctuality

Students are expected to arrive for classes and activities on time and fully prepared to engage. Late arrivals may be refused entry at the discretion of the instructor or activity lead. Students arriving later than halfway through a scheduled class will be treated as absent for that class.

Electronic Devices

Devices such as laptops, tablets, and cell phones are not permitted to be used in class unless directed by the instructor for in-class activities. Students who do not follow the School's policy in this regard may be required to leave the room for the remainder of the class, so that they do not distract others. Research shows that students' use of laptops in class has negative implications for the learning environment, including reducing their own grades and the grades of those sitting around them.

Citation Style

Please use the American Psychological Association (APA) reference style to cite your sources.

Details of the above policies and other RHL Policies are available at:

<http://www.calendar.ubc.ca/vancouver/index.cfm?tree=12,199,506,1625>

UNIVERSITY POLICIES AND RESOURCES

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise and so there are additional resources to access including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated nor is suppression of academic freedom.

UBC provides appropriate accommodation for students with disabilities and for religious observances. UBC values academic honesty and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions. Details of the policies and how to access support are available on the UBC Senate website at <https://senate.ubc.ca/policies-resources-support-student-success>.

Academic Integrity

The academic enterprise is founded on honesty, civility, and integrity. As members of this enterprise, all students are expected to know, understand, and follow the codes of conduct regarding academic integrity. At the most basic level, this means submitting only original work done by you and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work. Violations of academic integrity (i.e., misconduct) lead to the breakdown of the academic enterprise, and therefore serious consequences arise and harsh sanctions are imposed. For example, incidences of plagiarism or cheating may result in a mark of zero on the assignment or exam and more serious consequences may apply if the matter is referred to the President's Advisory Committee on Student Discipline. Careful records are kept in order to monitor and prevent recurrences.

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All materials of this course (course handouts, lecture slides, assessments, course readings, etc.) are the intellectual property of the instructor or licensed to be used in this course by the copyright owner. Redistribution of these materials by any means without permission of the copyright holder(s) constitutes a breach of copyright and may lead to academic discipline. Audio or video recording of classes are not permitted without the prior approval of the Instructor.]

ACKNOWLEDGEMENT

UBC's Point Grey Campus is located on the traditional, ancestral, and unceded territory of the xwməθkwəyəm (Musqueam) people, who for millennia have passed on their culture, history, and traditions from one generation to the next on this site.

COURSE SCHEDULE

(Subject to change with class consultation)

Class	Date	Topic	Readings or Activities	Assessments due
1	Oct 28	Intro to Marketing Environmental Analysis	Note on Marketing Strategy	
2	Oct 30	Value Propositions	Customer Value Propositions in Business Markets The Elements of Value	
3	Nov 4	Segmentation, Targeting, Positioning	Market Segmentation, Target Market Selection, and Positioning	
4	Nov 6	Segmentation, Targeting, Positioning	Ford Ka Case Discussion	
5	Nov 13	Competitive Advantage	Mapping Your Competitive Position The Five Competitive Forces that Shape Strategy	Group Case (Ford Ka) due 7:00AM
6	Nov 15	Pricing Strategy	Pricing It Right: Strategies, Applications, Pitfalls How to Stop Customers from Fixating on Price To Get People to Pay, Understand How They Think 5 Questions to Consider when Pricing Smart Products	
7	Nov 18	Pricing Strategy Marketing Math	Note on Low-Tech Marketing Math Muscle RDX Case	Individual case 1 (Muscle RDX) due 7:00AM
8	Nov 20	Distribution	Textbook Chapter: Marketing Channels	Marketing Math quiz (in class – nothing due!)
9	Nov 25	Marketing Communications	Marketing Communications	
10	Nov 27	Marketing Communications Cont. Marketing Plans	Metabical Case	Individual case 2 (Metabical) due 7:00AM
11	Exam Week	Team Marketing Plan Presentations		Team presentations – schedule to be announced