

Product Marketing and Management

An Exploration of the Discipline of Marketing, the “Voice” of Business

MGT 103(B00)
Spring 2021

Professor: Craig Eberhard
EMAIL: caeberhard@ucsd.edu

Exam Materials: While we are “online” (lectures, exams), all assignments (exams) will be considered as “open book” (lecture notes, slides, weekly supplemental reading)

Office Hours: As communicated in Lecture #1 (Mon, March 29) slides

Class Sessions

Classes are Monday & Wednesday, beginning Monday, March 29 – Wed, June 2, 2021

<u>Class</u>	<u>Time</u>	<u>Classroom</u>	<u>Final Exam Date & Time</u>
MGT103(B00)	9:30 – 10:20 AM	Online via Zoom (number located on class Canvas site: Module section)	Wed, June 9 (Time: 12 hour window to accommodate for global student class roster)

Teaching Assistant/Tutor:

<u>Assistant</u>	<u>Email</u>
Ajit Selvakumaran	aselvaku@ucsd.edu

OBJECTIVES

At the close of this course, you will be able to:

- Define marketing and its role in business and in career development
- Objectively assess a company’s marketing strengths and weaknesses
- Recognize factors that influence marketing success, including topics such as: Market Analysis, Market Research, Customer/Market Segmentation, Positioning (Statements), Message/Materials, Sales Forecasting, and Pricing
- Ascertain leadership skills, competencies, and required experiences among today’s business leaders

TEXT:

“Marketing”, 14th Edition, Kerin, Hartley, Rudelius, McGraw Hill, ISBN 978-0077861032.
(prior editions are acceptable as well). Hold on purchasing until after Day 1 (Mon, March 29)

LECTURE TOPICS AND EXAM SCHEDULE (MGT103 A00)

DATE	LECTURE NUMBER	TOPIC	CHAPTER(S)
Mon, March 29	Lecture #1	Marketing Intro	Chapter 1
Wed, March 31	Lecture #2	Dev. Marketing Strat's	Chapter 2
Mon, April 5	Lecture #3	Customer Segmentation	Chapter 3
Wed, April 7	Lecture #4	Market Research	Chapter 8
Mon, April 12	Lecture #5	Positioning Statement	Chapter 9
Wed, April 14	Lecture #6	“The Four” Scott Galloway	
Mon, April 19	Lecture #7	Business Marketing Rules	
Wed, April 21	Lecture #8 NO CLASS Due: Launch Plan Project by 11:59 PM (Wed, April 21)	150- point project due	
Mon, April 26	Lecture #9	Understanding Consumer Behavior	Chap. 5
Wed, April 28	Mid Term Exam	380 points	Lectures 1-7, 9
Mon, May 3	Lecture #11	Product Messaging	Chap. 10
Wed, May 5	Lecture #12	Pricing, Sales Forecast	Chap. 13
Mon, May 10	Lecture #13	Managing Successful Products	
Wed, May 12	Lecture #14	Triton Athletic Club Case Study	
Mon, May 17	Lecture #15	Franchise Marketing	
Wed, May 19	Lecture #16 Social Media Homework (50 points) due by Sun, May 23, 11:59 PM	Social Media Marketing	
Mon, May 24	Lecture #17	Targeting by Decile, Sales Force	Chap. 20
Wed, May 26	Lecture #18	Sales Management	Chap. 20
Mon, May 31	Lecture #19 Holiday – No Class		
Wed, June 2	Lecture #20	Career Management	
Wed, June 9	Final Exam	400 points	Lec. 1-19 (cumulative)

GRADING Assignments	Points [percentage]
Product (or Service) Launch Plan	150 points (15%)
Mid Term Exam	380 points (38%)
Social Media “Homework” (1-page write-up)	50 points (5%)
Final Exam	400 points (40%)
Rady Lab (conducted online)	20 points (2%)
Total	1,000 (100%)

Participation in Experiments: 2% of your grade is based on participation in two experiments offered by the Rady School Research Participant Pool. Each experiment will take up to one hour. If new to lab participation, to register for an account and to receive additional information about upcoming lab studies, visit: <http://radyclasscredit.sona-systems.com/Default.aspx?ReturnUrl=%2f> and click “New Participant? Request an account here.” When you register, you will be assigned a unique ID – you will need to provide this ID each time you participate in a study. Make sure to keep track of it!

If you have served as a participant before, you will need to update which classes you are registered for to receive credit. Log in to your account here: <http://radyclasscredit.sona-systems.com/Default.aspx?ReturnUrl=%2f> and go to the “My Profile” page. There is an option near the bottom of the page to “Change Courses.” Questions about lab studies can be directed to RadyClassCredit@ucsd.edu. Studies will begin during week 2 of the quarter.

COURSE POLICIES

Student Responsibility for Grades. It is the student’s responsibility to meet with the Professor to discuss grade achievement progress. Any significant concern with the grade on an individual assignment should be discussed with Professor Eberhard within 2 days of the grade posting on Canvas

Tardy or missed assignments. There is no make-up work, i.e., assignments are to be completed and submitted by the assigned deadline (approved absence is the exception).

ACADEMIC INTEGRITY

Integrity of scholarship is essential for an academic community. As members of the Rady School, we pledge ourselves to uphold the highest ethical standards. The University expects that both faculty and students will honor this principle and in so doing protect the validity of University intellectual work. For students, this means that all academic work will be done by the individual to whom it is assigned, without unauthorized aid of any kind. The complete UCSD Policy on Integrity of Scholarship can be viewed at: <http://academicintegrity.ucsd.edu>

STUDENTS WITH DISABILITIES

A student who has a disability or special need and requires an accommodation in order to have equal access to the classroom must register with the Office for Students with Disabilities (OSD). The OSD will determine what accommodations may be made and provide the necessary documentation to present to the faculty member. The student must present the OSD letter of certification and OSD accommodation recommendation to the appropriate faculty member in order to initiate the request for accommodation in classes, examinations, or other academic program activities. **No accommodations can be implemented retroactively.**

Please visit the [OSD website](http://disabilities.ucsd.edu):

<http://disabilities.ucsd.edu/about/index.html>

for further information or contact the Office for Students with Disabilities at (858) 534-4382 or email to osd@ucsd.edu.