

MGT103 Section D00
Product Marketing & Management
TERM - Spring 2021

PROFESSOR: Burt De Mill

EMAIL: bdemill@ucsd.edu

OFFICE HOURS: Remote learning for this Quarter - ZOOM Teleconference Office Hours will be held each **Mondays from 2:30 - 4:30 p.m.** 2:30 p.m. - 3:30 p.m. will be “Open House” format for small groups, individual 15-minute appointments are available from 3:30 p.m. - 4:30 p.m. Please book individual sessions through the Canvas Calendar function.

TEACHING ASSISTANT/TUTOR: Kylie Chaudhry

EMAIL: kchaudhr@ucsd.edu

OFFICE HOURS: Tuesdays from 6 p.m. - 7 p.m.

CLASS SESSIONS

Subject	Course	Sec	Days	Start	End	Building	Room	Final Exam	Date	Start	End
MGT	103	D00	M, W	9:30a	10:50a	Remote-ZOOM	RCLAS R155	Wed.	June 9	8:00a	11:00

Classes for **Spring 2021 Quarter** will begin on **Monday, March 29th – Wednesday, June 2nd**, for a total of 19 lectures (HOLIDAY - Monday, May 31 Week 10)

DESCRIPTION

This course is designed to introduce the student to the fundamental concepts, strategy and tactics used to effectively market goods and services. Almost anything can be “marketed”, products, goods, services and even people. Each class will make extensive use of real-world examples and case studies that demonstrate “best-in-class” marketing. Class participation, discussion, and engagement are strongly encouraged in order to extract maximum benefits from the course. Learning to market products and services can be exciting, creative, and fun! The art of marketing yourself will be a life-long skill to be mastered regardless of your career path.

ONLINE LECTURES

Due to the extraordinary viral pandemic in the U.S., Spring 2021 Quarter will be delivered exclusively via **ZOOM Teleconferences**. All Students have access to a University supported **ZOOM account**; access is critical for course participation!

Lecture content will be **delivered live at the appropriate scheduled class time via ZOOM**. Lecture slide content will be made available before the start of the online class in Canvas. **Lectures will be recorded and posted in Canvas for students that select asynchronous learning. It is strongly suggested that lectures be attended online, live**, just as you would in a normal classroom situation in order to fully benefit from MGT103.

ASYNCHRONOUS LEARNING

Due to the unique challenges of the global pandemic, some students will be participating in difference time zones. During week 1, students will be asked to select **one of two options**:

- A. **Remote, live in-class participation**

Students currently residing in a **Pacific Time Zone** area will be expected to **attend class at the scheduled time**. In order to encourage active participation in the class, **camera's must be on** at all times.

B. Asynchronous learning

Students living **outside of a Pacific Time Zone** may choose to take this course asynchronously and watch the lecture video at a time that suits their time zone.

Students that do not wish to **turn on their camera or participate in a recorded video** of the class may also choose the asynchronous learning option.

Attendance will be taken for all "live lecture" participants, absences require 24-hour advance notice.

OBJECTIVES

At the close of MGT 103 you will be able to:

- Define the role of marketing in the success of businesses and in career development
- Objectively assess a company's marketing strengths/weaknesses and suggest corrective actions for improvement
- Understand and apply the key factors that dictate marketing success, including:
 - Market Research/Analysis
 - Customer and Marketing Segmentation
 - Branding
 - Product & Services Positioning
 - Sales Forecasting
 - Pricing
- Work effectively as a team to present a compelling and thorough written Marketing Plan for a new product or service
- Improve your writing skills & presentation skills in order to effectively promote and defend new marketing concepts in a business environment
- Effectively market your skills and yourself in preparation for your future career, regardless of your field of interest

MATERIALS

Required Textbook

"Marketing" 14th edition, Kerin, Hartley, McGraw Hill, ISBN 978-1-259-92404-0

Required Case Studies "Course Reader, De Mill MGT 103 Spring 2021"

1. [**INCLUSIVE LEADERSHIP: THE MARY BARRA WAY**](#)

Authors: [Debapratim Purkayastha](#); [Barnali Chakroborty](#)

Published by IBS Center for Management Research (2015)

2. [**STARBUCKS' PLANS IN ITALY: CARRYING COAL TO NEWCASTLE?**](#)

Authors: [Doris Rajakumari John](#)

Published by: Amity Research Centers (2018)

3. [**'GAME OF THRONES' TV SERIES: HBO'S INTEGRATED MARKETING STRATEGY**](#)

Authors: [Syeda Maseeha Qumer](#); [Debapratim Purkayastha](#); [Vinod Babu Koti](#)

Published by IBS Center for Management Research (2017)

SCHEDULE

Date	Lecture number	Topic	Reading Assignments Due Dates
M- Mar 29	#1	Introduction to Marketing	Chapter 1
W- Mar 31	#2	Organization & Strategy, Marketing Plan	Chapter 2 & Appendix A
M- Apr. 5	#3	Scanning the Marketing Environment	Chapter 3, read case study <i>"Inclusive Leadership: GM"</i>
W- Apr. 7	#4	Ethical & Social Responsibility	Chapter 4 homework #1 assigned (I)
M- Apr. 12	#5	Consumer Behavior	Chapter 5 Homework #1 due (I)
W- Apr. 14	#6	Organizations as Customers	Chapter 6
M- Apr. 19	#7	Global Consumers & Markets	Chapter 7, read case study #2 "Starbucks Plans in Italy"
W- Apr. 21	#8	Marketing: Research to Actions	Chapter 8 homework #2 (I) assigned
M- Apr. 26	#9	Market Segmentation, Targeting, Positioning	Chapter 9, Team Project Assigned
W- Apr. 28	#10	Developing New Products & Services	Chapter 10 Homework #2 due
M- May 3	Exam	Mid-Term Exam	Chapters 1-10, case studies #1,2

Date	Lecture number	Topic	Reading Assignments Due Dates
W- May 5	#11	Managing Successful Products, Services, and Brands, Services Marketing	Chapters 11,12
M- May 10	#12	Pricing Foundations	Chapter 13 homework #3 assigned (I)
W- May 12	#13	Setting Final Price	Chapter 14
M- May 17	#14	Marketing Channels & Supply Chains	Chapter 15, case study #3 <i>"Game of Thrones"</i> Homework #3 due
W- May 19	#15	Retailing, Wholesaling, Mar Coms Guest Speaker: Danielle Karsten, Marketing Director - Tandem Diabetes	Chapters 16,17 https://www.tandemdiabetes.com
M- May 24	#16	Advertising, Sales Promo, PR & Social Media	Chapters 18,19
W- May 26	#17	Personal Selling, Multi-Channel Marketing	Chapters 20,21

M- May 31	Holiday	MEMORIAL DAY HOLIDAY	NO CLASS
W- June 2	#18	Pulling it all Together, Final Review	Chapter 22, Final Review, Team Projects Due (both G and I components)
W- June 9	Final	Final Exam - 8:00a - 11:00a	Chapters #1-22, case studies

Reading Assignments

All lecture specific reading assignments should be completed **before the scheduled lecture** for maximum benefit. All textbook/reader material will be made available online for the Spring '21 Quarter.

Team Project

A Team Project will be assigned during **lecture #9**. Working teams of 6-8 students will be asked to assemble a **PowerPoint Business Plan** presentation for the launch of a brand-new product or service of the team's choosing. Project details to be reviewed in class.

Executive Summary Brief

This course requires a 2-3 page, single-spaced Executive Summary Brief that describes in detail a key section(s) of the above **Team Project Marketing Plan** (e.g., Competition, Market Research, etc.)

The Executive Summary Brief should be individual (I) work designed to support the Team Project PowerPoint Presentation.

Homework Assignments

MGT103 course work includes three (3) homework assignments due on week 3, week 5 and week 7 of the course. Further instructions to be given during the course, homework will be individual (I) assignments.

Class Participation (15 points)

As marketing is the "language of business", class participation is expected and required. Students will be asked to contribute their views on both textbook and lecture materials via online chat and Q&A sessions during lecture. Those viewing lecture material through asynchronous learning (Media Gallery Videos) are **strongly encouraged to attend Lecturer and/or TA office hour sessions** for maximum course value. Active classroom engagement is critical for success in this course, especially to attain the grade of "A". Please note that quality participation must:

- Be respectful
- Promote discussion
- Be constructive
- Show original thought and deeper understanding of material

Asynchronous student participation will be graded on their timely review of lecture material videos in Canvas; all material should be reviewed within **24 hours a new lecture posting**.

Group Participation (15 points)

15 course points are designated for Group Participation in the Group Marketing Project. Failure to collaborate successfully with your group may result in points being deducted.

Examinations

Both the **Mid-Term Exam** as well as the **Final Exam** will be “open book” examinations, textbook, notes or web access will be allowed. Exams represent a total 50% of the course grade. Examinations will be delivered via Canvas Quiz. **Video cameras will be required for all Examinations in order to confirm your identity and proctor the Exam.**

Participation in Experiments - Rady Labs

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?ReturnUri=%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 in order to receive credit. Log in to your account here: <http://radyclasscredit.sona-systems.com/Default.aspx?ReturnUri=%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 - 3 of the quarter.

GRADING

Assignments (G groupwork, I individual assignment)	Points (%)
Mid-Term Exam (I)	250 (25%)
Group Project (G)	200 (20%)
Paper: Executive Summary Brief of Group Work (I)	100 (10%)
Homework Assignments (3 @ 50 points ea.) (I)	150 (15%)
Final Exam (I)	250 (25%)
Attendance & Group Project Participation (G)	30 (3%)
Rady Labs	20 (2%)
Totals	1,000 (100%)

COURSE POLICIES

Student Responsibility for grades. It is the students’ responsibility to meet with the Teaching Assistant and/or the Professor via phone/ZOOM to discuss performance progress. Any significant concern with a grade or individual assignment should be documented via email to the TA within 24 hours of the grade posting on TritonEd. Students may appeal grades to the professor, but only AFTER attempting to resolve grade disputes with the TA.

Tardy or missed assignments. Late assignments past the due date/time will result in a full one letter grade deduction for the assignment. **Assignments more than 24 hours past the due date will not be accepted.**

“End of course” petitions for assignment grade reviews/ and or “regrading” **will not be considered.**

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://senate.ucsd.edu/Operating-Procedures/Senate-Manual/Appendices/2>

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

TITLE IX

The Office for the Prevention of Harassment & Discrimination (OPHD) provides assistance to students, faculty, and staff regarding reports of bias, harassment, and discrimination. OPHD is the UC San Diego Title IX office. Title IX of the Education Amendments of 1972 is the federal law that prohibits sex discrimination in educational institutions that are recipients of federal funds. Rady students have the right to an educational environment that is free from harassment and discrimination.

Students have options for reporting incidents of sexual violence and sexual harassment. Sexual violence includes sexual assault, dating violence, domestic violence, and stalking. Information about reporting options may be obtained at OPHD at (858) 534-8298, ophd@ucsd.edu or <http://ophd.ucsd.edu>. Students may receive confidential assistance at CARE at the Sexual Assault Resource Center at (858) 534-5793, sarc@ucsd.edu or <http://care.ucsd.edu> or Counseling and Psychological Services (CAPS) at (858) 534-3755 or <http://caps.ucsd.edu>.

Students may feel more comfortable discussing their particular concern with a trusted employee. This may be a Rady student affairs staff member, a department Chair, a faculty member or other University official. These individuals have an obligation to report incidents of sexual violence and sexual harassment to OPHD. This does not necessarily mean that a formal complaint will be filed.

If you find yourself in an uncomfortable situation, ask for help. The Rady School of Management is committed to upholding University policies regarding nondiscrimination, sexual violence and sexual harassment.

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<http://copyright.universityofcalifornia.edu/resources/ownership-course-materials.html>

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