

# Syllabus: Marketing Management©

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American Institute of Business & Economics College (AIBEc), Moscow, Russia, Winter 2009

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**Purpose & focus of class:** To teach the fundamentals of marketing. Case material will be referred back to its relevance to business in Russia.

The class will use a combination of textbook material and case studies supplemented with instructor lectures. Students will be organized into groups and make class presentations on various stages of marketing. Instruction will also include guest lectures from entrepreneurs and marketing management professionals from the Moscow business community.

This course is a required course in the AIBEc course curriculum. It prepares students for new challenges in current and new work situations in several ways:

1. Explain the basic processes of marketing.
2. Understand and use marketing language/terminology in the business community
3. Understand the role of strategic planning in marketing management
4. Learn the importance of the Internet as a strategic marketing tool
5. Be able to go through the process of developing an integrated marketing plan for an organization
6. Learn marketing decision analysis and its tools and apply these concepts in analyzing abbreviated case studies.
7. Learn how to integrate technology into marketing management
8. Develop and improve your written and oral communication skills

**Class Schedule:** The class meets every Monday from 19:00-22:00. One or two classes may be rescheduled to a Saturday morning due to business trips.

**Grades & Grading:** 700 total points. Midterm exam - 25% of grade (175 points), Final exam - 40% of grade (280 points), Group Presentations -35% of grade (245 points)

Class material from the book *Principles of Marketing*, By Frances Brassington and Stephen Petitt, 2<sup>nd</sup> Edition, 2000. A CD ROM, Student Version will have the cases and this syllabus. Harvard Business School material is used to supplement textbooks.

Class	Topic	Reading	Homework	Cases (e.g.)
Class #1: Monday 26 January 2009	<b>Introduction</b>  Introduction to the class. Intro to Marketing.	Ch 1	Groups assigned. Case study questions 1.1 & 1.2.	
Class #2: Monday, 2 February 2009	<b>Understanding the Market: Consumer Buying Behavior</b>  The consumer buying process, why & how buying situations differ, influences that affect decision-making.	Ch 3	Read case studies 3.1 & 3.2, end of chapter. Groups will develop answers for presentation in the class.	

Class #3, Monday, 9 February 2009	<b>Understanding the Market: Organization/Industrial Buyer Behavior</b>  The industrial buyer behavior, influences on the buying & decision process. Differences between organizational & consumer buying.	Ch 4	Read case studies 4.1 & 4.2, end of chapter. Groups will develop answers for presentation in the class.	
Class #4 Monday, 16 February 2009	<b>Market Segmentation &amp; Research:</b>  Market segmentation, industrial & consumer markets. The marketing research process & information.	Ch 5 & 6	Read case studies 5.1 & 5.2, & 6.1 end of chapter. Groups will develop answers for presentation in the class.	
Class #5 Monday, 23 February 2009	<b>Market Research Con't &amp; Market Planning</b>  Primary & Secondary Research. Process of planning & management. Sales & Forecasting as it relates to market potential. Control issues. Small business vs. Large business.	Ch 6 & 21	Read case studies 21.1 & 21.2, end of chapter. Groups will develop answers for presentation in the class.	
Class #6: Monday 2 March 2009	<b>Midterm Exam</b>			
Class #7 Monday 9 March 2009	<b>Products and their Originations. Intro to Case Analysis: Review of Midterm Exam</b>  What is a product? Define branding terms. Product quality and design. Product life cycles. Product mix and marketing environment	Ch 7 & pgs. 302- 320, Ch 8	Read case studies 7.1 & 8.1, end of chapter. Groups will develop answers for presentation in the class. Read case study analysis.	
Class #8, Monday 16 March 2009	<b>Marketing Channels and Distribution:</b>  Definition of channels. Channel strategies. Customer service. Retail structures and strategies.	Ch 12	Read case studies 12.1 & 12.2, end of chapter. Groups will develop answers for presentation in the class.	W: Polaroid Corporation: European Distribution System
Class #9, Monday 23 March 2009	<b>Pricing in the Marketplace, Guest Lecture</b>  Pricing contexts. External influences and European aspects of pricing. Objectives of pricing. Pricing policies and strategies. Adjustments and tactics.	Ch 10 & pgs. 424- 436	Read case studies 10.1 & 10.2, end of chapter. Groups will develop answers for presentation in the class.	Otis Elevator
Class #10, Monday 30 March 2009	<b>Promotion, Promotion &amp; Advertising:</b>  Elements of promotion. Strategies of communications & the promotion mix.	Ch 14 & 15	Read case studies 14.1 & 14.2, 15.1, end of chapter. Groups will develop answers for presentation in the class.	W: BMW Z3 Roadster
Class #11, Monday 6 April 2009	<b>Promotion, Advertising &amp; Personal Selling Cont'd</b>  Elements of promotion. Strategies of communications & the promotion mix.	Ch 15 & 17	Read case studies 15.2 & 17.1 & 17.2, end of chapter. Groups will develop answers for presentation in the class.	MCI Vision Case

Class #12, Monday 13 April 2009	<p><b>Strategic Marketing</b></p> Strategies for growth. Strategic marketing analysis. Competitive strategies. Positioning and posturing.	Ch 20	Read case studies 20.1 & 20.2, end of chapter. Groups will develop answers for presentation in the class.	Dupont Teflon Case & Oscar Meyer Case
Class #13, Monday 20 April 2009	<p><b>FINAL EXAM</b></p>			