School of Engineering
Department of Technology Management

TCMG 400

Marketing, Entrepreneurship & Innovation

Issues and Practices in Management

Spring 2014

01/21/2014 –05/12/2014

Course Syllabus

Monday 3:30-6:00 pm Full Semester, Room: Tech 163

TCMG400spring14@gmail.com

Instructor: Prof. Christian Bach
Ph.D., MBA, MS
Room: Tech Building 153
cbach@bridgeport.edu

Office Hours:
Monday: 11:30-3:30pm (upon appointment)
Tuesday: 12:00 am -1:00 am, 1:00 – 6:00 pm(upon appointment)
Wednesday, Thursday, 10:00 – 12:00 pm Friday: 10:00 – 12:00 pm (upon appointment)

Course Overview

This course is a pragmatic introductory course focused on strategic and functional marketing, entrepreneurship, intra-preneurship and innovation issues and opportunities that arise from current and emerging industry best practices in helping organizations to grow and achieve sustainable competitive advantage in a complex and rapidly changing global environment. Functional marketing is the technological implementation and execution of corporate and marketing strategies inside and outside the organization. The course will examine the impact of new technologies on strategic and functional marketing, entrepreneurship and innovation. Students will identify and analyze business and technology cases and learn through a combination of an individual academic report, a team project, presentations, lectures, case studies, review of current events, and experiential exercises. Students improve their personal competence, confidence, competitiveness by developing their capability to acquire and analyze academic knowledge consistently and integrate it into practice.

Learning Objectives

- The primary goal is the development of a student's personality and advance their analytical academic skills, focus attention, and practice presentation and articulation, enhance confidence, and develop professionalism and competitiveness
- Understand the growing role and importance of strategic marketing, entrepreneurship, intra-preneurship and innovation to ensure success of small and large organizations and effectively integrate them into daily business
- Define and analyze market segments and customer needs and wants, and learn how develop value added products and services
- Understand the transforming impact of technologies on organizations in order to make organizations more flexible, leaner, nimbler and effective entities
- Review the tools, processes, techniques and competencies required to be effective marketers, entrepreneurs, innovators and change agents
- Complete a detailed **marketing/product plan for a new product or service** or an **extension of an existing product or business**
- **Practice presentation and articulation** to acquire and build personal confidence in order to successfully compete in the market place – know how to sell yourself
- Acquire knowledge and confidence through practice to effectively work in a team and as individual
- Approach of discovery and active learning by explaining concepts to others.
- Learn to read, write, analyze, conceptualize, communicate and persuade.

Teaching Strategy

- Introducing the scientific method.
- Step-by-step teaching strategy to practice the scientific thought process that is based on three components: one dependent variable (goal), one or more independent variables (factor(s)) and the hypothesis which is the scientific link between two variables.
- Exercises in building models relating a dependent variable with independent variables via hypotheses.
- Limitations of the scientific method.
- Introducing the scientific paper structure.
- Step-by-step teaching strategy to practice each component of an academic paper.
- Writing exercises on each component of an academic paper.
- Introducing presentation strategies to strengthen communication skills and personal confidence.
- Practicing personal communication skills in presentations and written argumentations.

This is a learning-by-doing course -- your agreement to actively participate on a regular basis is a prerequisite for your enrollment in this class. A Chinese proverb says: What I hear, I forget. What I see, I remember. What I do, I know.

Text Books and Endnote

Book: Armstrong, Gary & Kotler, Phillip, ***Marketing – An Introduction,*** 11th edition, Prentice Hall, ISBN-13: 9780132744034, ISBN-10: 0132744031. (Armstrong & Kotler, 2013)

Recommended:

Book 2: Scarborough, N. M. (2011). Essentials of Entrepreneurship and Small Business Management, 6ed. Upper Saddle River, NJ: Pearson. (Scarborough, 2011)

Endnote: X5 recommended; available on computers in Tech 163/164

Additional handouts will be provided in class and/or must be downloaded from the course website on Blackboard. **The handouts must be brought to class.** A three-ring loose leaf binder is suggested to hold the reference materials.

Course Requirements

1. Class Attendance, Participation, Punctuality, Cheating and Plagiarism:
Timely attendance at each class session is mandatory. Class lectures complement, but do not duplicate textbook information. Together students and instructor will create an interactive learning environment. A significant portion of your **learning will accrue** through the constructive and respectful exchange of ideas and search for alternative solutions. You must be **actively engaged** in class discussions to improve your thinking and communication skills.

It is the student's responsibility to become familiarized with and adhere to the standards set forth in the policies on cheating and plagiarism as defined in Chapters 2 and 5 of the "Key to UB Student Handbook" available at http://www.bridgeport.edu/pages/2623.asp or the appropriate graduate program handbook.

Always cite your sources and references in **APA style**. For information about how to cite visit:
http://owl.english.purdue.edu/owl/resource/560/01/
, or
http://www.dianahacker.com/resdoc/p04_c09_s2.html#13

Be certain that your travel arrangements do NOT conflict with any of your team or individual presentations.

2. Preparation, Deadlines and Late Policy:
No late submissions. Don't wait until the last minute!

3. Homework/Case Analysis:
The syllabus identifies the oral and written homework assignments. Each written assignment must be **typed** and only **one or two pages long**. Late submissions have 20% penalty per day.

!!Homework/Case Analysis must be submitted by email for grading each **Sunday midnight** (20% per day penalty for late submissions)

All students are required to read and submit **six (6) written cases** and **two (1) paper on innovation**. Students must be prepared to discuss all cases in class. Each case homework should be 1-2 pages long and must include:

1. **Title/Topic -** State the title or selected topic
2. **Summary -**Summarize the key issues and facts of the case
3. **Questions -** Answer the questions associated with the case
4. **Recommendations -** Make recommendations based on the facts and your experience
5. **In-text Citations: APA style**

a. **Cite Book1:** (Armstrong & Kotler, 2011), for example after summary (2.)
b. **Cite 2 academic articles:** take one direct quote (authors' opinion, argument, finding, assumption, issue, etc.) and use it properly in your homework

6. **Lessons Learned -** Formulate the lessons you learned from the case
7. **Question for Class** – Formulate one question on the case that you would like to have discussed in class
8. **References**: create Endnote library with full references in APA style

Important: Make sure your case covers **all 8 points** above in separate sections and each question is answered separately! For each missing point 0.5

APA style: Last Name, First Name initial, (Year), Title, Journal / Volume / Issue / Pages or Publisher
http://owl.english.purdue.edu/owl/resource/560/01/

Single Author: Last name first, followed by author initials, Title, Journal, Volume, Issue, Pages
Berndt, T. J. (2002). Friendship quality and social development. *Current Directions in Psychological Science, 11*, (1), 7-10.

Two Authors: List by their last names and initials. Use the ampersand instead of "and."
Wegener, D. T., & Petty, R. E. (1994). Mood management across affective states: The hedonic contingency hypothesis. *Journal of Personality & Social Psychology, 66*, 1034-1048.

Organization as Author:
American Psychological Association. (2003).

Unknown Author:
Merriam-Webster's collegiate dictionary (10th ed.).(1993). Springfield, MA: Merriam-Webster.

Format for Books: Author, A. A. (Year of publication). *Title of work: Capital letter also for subtitle*. Location: Publisher.
Calfee, R. C., & Valencia, R. R. (1991). *APA guide to preparing manuscripts for journal publication*. Washington, DC: American Psychological Association.

JOURNALS

Journal of Marketing (Achrol & Kotler, 1999)
Management Science
Academy of Management Review
Academy of Management Journal
Organization Science
MISQ

4. Team Term Project and Presentation:

New Product/Service Marketing/Business Plan

In the first session; 8 teams (2-4 members) will be formed. **Each team** will prepare a **written *new product/service marketing/business plan*** (6 - 8 pages, double space, 12 point, Times New Roman). The Team must properly **use and cite in-text 5 - 10 academic articles from academic journals and list the references at the end of the paper in mandatory APA style**. The team can use articles that have been distributed by the instructor. The team will **present the Marketing Plan to the class.**

All sources (**pages** from articles, books, web pages, etc.), used for the paper, **must be turned into pdf** and emailed together with the project – make sure that you cite the sources in the text with page number of the paper and reference them at the end of the paper in APA style.

The team must email following files two days before beginning of the last session to TCMG400 Gmail:

1. **Softcopy_Email of Written Marketing/Business Plan**, and
2. **Endnote Library! (.enl file)**
   - Cite sources properly in-text including page numbers
   - List references (articles, books, web pages, etc.) in mandatory APA style at the end of the paper
3. **Power Point poster (and optional PowerPoint presentation)**
4. **Softcopy_Email pdf files of articles and other sources (web pages, etc.)**

Two presentations are required for this project. Based on the feedback from the instructor and the class participants on the first presentation (**Part 1),** the final presentation **(Part 2)** may propose a totally different marketing/business plan from the one originally presented in Part 1, or may simply revise the material presented in the first presentation.

Part 1: (the first presentation) must address Items 2 – 8, 12
Part 2: (the final presentation) must cover all of the Items 1-12 listed below:

All recommendations and assumptions must be supported by facts (referred journal articles) that are clearly referenced. A detailed outline is provided in the Marketing Plan.

Required sections of the Marketing/Business Plan:

1.) Executive Summary
2.) Company Vision and Objectives
3.) Current Market Situation: Product or Service Objectives, Description (functions, features) and Value Proposition (Benefits to the Buyer)
4.) Current Market Situation: Major Industry Characteristics, Trends, Regulations, etc.
5.) Current Market Situation: Market Opportunity and Segments (Who is the Targeted Customer? What is the size of the market? Explain how the market will grow.
6.) Current Market Situation: Competition – Identify the major competitors and their key attributes
7.) Barriers to Entry (what you do to make it difficult for competitors to enter the market in your space)
8.) Major Risks and Contingencies
9.) SWOT Analysis
10.) Marketing Plan – Sales Objectives – market share, gross margins, marketing strategies and imperatives (pre-launch, post- launch, positioning, distribution channels, pricing, branding, advertising and promotion, customer retention and loyalty programs, marketing metrics and key performance indicators, etc.)
11.) Financials - (4 years of Profit and Loss Statements and Initial Start Up Sources & Uses of Funds.
12.) References

To receive a high grade, **every member of the team must equally participate in presentations, its preparation and delivery.**

5. *Individual Academic Report on a Causal Model & Suggested Topics:*

Each student will prepare a written academic report (3000 – 4000+ words, 12 point, Times New Roman) on a marketing topic, or topic related to the course. Students collect 5 academic journal articles on the topic of their choice and write a report on the authors' empirical findings and opinions about the topic and use real world cases (e.g. from Armstrong/Kotler textbook) to discuss the selected factors and concepts (usefulness, pro/cons, etc.) while stating their own opinions, arguments, recommendations and conclusion. An executive summary will be presented to class using 1-3 Posters.

You may select from the suggested topics listed in the syllabus, or submit your own topic for approval. **The paper must be well written, typed and page numbered, be supported by research containing referred references and be consistent with general expectations of graduate study**.

You can use articles that have been distributed by the instructor. All sources (**pages** from articles, books, web pages, etc.) you are using for the paper **must be cited in-text including page numbers** and be references at the end of the paper in APA style.

The Report must contain (3000-4000+ words, or more)**:** Meeting minimum requirements will result in a B+.

1. **Title** - page
2. **Table of Content**
3. **Structured Abstract (**no references), see example at:

http://www.emeraldinsight.com/journals.htm?issn=2040-8269&volume=33&issue=11&articleid=1886418&show=abstract

4. **Introduction**/Literature Overview, Importance of Research (40+ references)
    a. What did I learn about Marketing? (150-300 own words)
    b. Collect and quote definition of Marketing (up to 800 words) and discuss with cases.
    c. Add list of 5-10+ definitions you have found in articles (use quote and cite with page number)
5. **Research Methodology**/design/approach: Review-Centric Research (LePine & Wilcox-King, 2010) e.g. conceptual research (Meredith, 1993), (Dreher, 2000), action research (Winter, 1987), case study research(Perry, 1998), (Eisenhardt, 1989), (Yin, 2003), grounded theory, ethnography (Schultze, 2000), emic/etic research etc.
6. **Build Model using Power Point template on BlackBoard and integrate into MS word document**
7. **Explanation of Model and** analytical Reflection on its factors and goal (Schön, 1983)
    a. At least one article must be from the "Journal of Marketing"
    b. Explain each causal link in the model (explain each hypothesis, its virtue, importance and impact)
    c. Explain the causal impact of each factor (independent variable) on the goal/objective (independent variable)
    d. Define the independent and dependent variables by citing two or more references)
8. **Importance of Model**/Research and Potential Impact on Organization/Society/Recommendations/Implications
    a. Summarize importance of 5.
9. **Conclusion**/Discussion (including: Lessons Learned, Impact on Organization/Society)
10. The student must properly **use and cite in the text <u>40 references</u> in the paper – 30-60 references** are the norm.
11. **References** listed in mandatory APA-style.
12. **Appendix1**:
    Write a section about the **Scientific Method:** Ch1 (Kerlinger & Lee, 2000) (add/use 5+ references)
    a. What is the **Scientific Method**? (300-500 words from quoted material and comment on quoted material in your own words)
    b. Collect and quote definitions and discuss underlying Philosophies
    c. Make a table of definitions you have found in articles (use quote and cite with page number)
13. **Appendix2:**
    Write a section about the **Relations:** Ch5 (Kerlinger & Lee, 2000) (add/use 5+ references)
    a. What is the **Relations**? (300-500 words from quoted material and comment on quoted material in your own words)
    b. Write about dependent and independent variables of the model on page 99
    c. Collect and quote definitions and discuss underlying Philosophies
    d. Make a table of definitions you have found in articles (use quote and cite with page number)

<u>Abstract Example:</u>

Purpose – This paper aims to review how current policy instruments drive (or not) environmental innovation and, by doing so, to reinvestigate the relationship between innovation and regulation.

Design/methodology/approach – A comprehensive literature review on innovation and environmental regulation created a theoretical foundation of the paper. Using the grounded theory, a model was developed and evaluated using interviews. This is a timely topic as the new shape of recent environmental regulation appears to be fairly strict. A new model is presented to encapsulate highly dynamic interaction of environmental innovation and regulation to provide results that reflect on the present innovation behavior and its implications.

Findings – The model highlights various diffusion pathways that are triggered by the main three drivers of innovation namely government (regulation), market (competition and cost) and technology which has the possibility of an autonomous diffusion.

Research limitations/implications – The empirical data are limited to 13 qualitative experts' interviews within industry, consultancies and governmental departments.

Practical implications – The suggested model is particularly useful for policy makers to better understand the innovation dynamics and its diffusion pathways to design smarter regulations that incentivize rather than force organizations to comply with regulation.

Originality/value – The paper shows how regulation drives (or not) innovation and how various diffusion pathways can be used by external stakeholders to direct and promote innovation.

Paper Structure:

1. **Title** page
2. **Table of Content**
3. **Structured Abstract**
4. **Introduction**
5. **Methodology**
6. **Explanation of Model**
7. **Importance of Model**
8. **Conclusion**
9. **References**
10. **Appendix1**
11. **Appendix2**

See: http://www.emeraldinsight.com/journals.htm?issn=2040-8269&volume=33&issue=11&articleid=1886418&show=abstract

Each student will **present the executive summary of their paper to the class** and submit:

1. **Written Academic Report (3000-4000+- words)**
2. **Upload into TrunItIn**
3. **Power Point poster**
4. **Email pdf files of 3 articles and other sources (web pages, etc.)**
   - **Cite sources properly in-text including page numbers**
   - **List references (articles, books, web pages, etc.) in mandatory APA style at the end of the paper**

Students are required to upload their papers into Turn-It-In before submission.

Scientific Method:

1. **Theory -** (some knowledge and insight exist, but reality is uncertain)
2. **Independent Variables, Dependent Variable, Hypothesis (Model)** – (limited in scope and to research method/approach)
3. **Measurement -** (valid for a specific time and place and restricted to research scope)
4. **Interpretation -** (might deepen knowledge and insights, but is tentative and can be completely out of time/place scope)

The scientific method can be applied to any circumstances (e.g. smog case *). The knowledge that is gained is largely opinion driven and the interpretation can easily be at the opposite ends of the knowledge or truth continuum.

Because a theory in business is always limited thus tentative, an interpretation ranges from at best partial right to completely wrong at a specific time and place. This time-dependency of a theory requires flexible and timely decision making and adjustment to a constantly changing business environment.

*http://news.yahoo.com/obama-yields-smog-rule-face-gop-demands-211108647.html

Dear Students:

It is part of the exercise that you select a topic by yourself.

Go to the" Journal of Marketing" or any other marketing journal and select an article you like and identify the dependent variable. Then get four more articles each with one independent variable that relate to your dependent variable. Than go on with adding 4 more articles for each independent and dependent variable until you have your story.

Best wishes, cb

TurnItIn Instructions:

Create your account:
1. Go to: TurnItIn.com
2. Click: Create Account
3. Click: student
4. Follow the instructions
5. Find your class: obtain classID and password from your instructor
6. Go to class and find assignment

Submit paper:
7. Click: Submit paper
8. Enter: Last Name, First Name, Submission Title
9. Click: Upload
10. Check: Preview Paper
11. Click: Submit

View paper report (if allowed)
12. Click: go to inbox
13. Click: xx%
14. See TurnItIn Report

Poster Presentation Guidelines:

Points considered for enhancing communication skills:
1. **Quality of presentation:** persuasiveness, articulation, confidence
2. **Timeliness of submission**

Topics for Individual Academic Report:

- Networks Organizations, Layered Networks (Achrol & Kotler, 1999)
- Internal Market Networks and the Role of Marketing (Achrol & Kotler, 1999)
- Internal Marketing, Network Marketing (Bach, Sarkis, & Zhang, 2009)
- Origin and Comparison of the Marketing Concept (see list of articles: ***Early Marketing Literature*** at the end)
- The changing Face of Marketing – 50 years and counting (HBR)
- Compare three alternative marketing perspectives: relationship marketing, the network approach, and the service-dominant logic (Li & Petrick, 2008)
- Relationship Marketing
- Brand Marketing

- Consult Reference Library in Appendix for more Topics

Topics for Practice/Case-based Individual Academic Report (requires approval):

- **Best Practices for Marketing** a Product in Your Home Country (Pick an existing or new product or service)
- **Best Practices for Entrepreneurship** in Your Home Country (Pick two businesses started by Entrepreneurs and compare them
- Develop a **Marketing and Promotion Plan** for e-Marketing for a Business
- Compare the Top Two (2) Customer Relationship Management (CRM) Software Packages- Features, Functions, Benefits, Pricing, Competitive Positioning, Advantages, Disadvantages
- Analyze the Relationship between Marketing, Customer Service and Sales – Roles, Responsibilities, Interfaces of Two Companies
- **Marketing and Technology** (Pick two technologies and analyze how they are impacting marketing and the business to help organizations grow)
- Pros and Cons of Different Methods for **Raising Capital** (e.g. sources, advantages and disadvantages of each source and other considerations)
- Conduct a Comparison of **Innovation Best Practices** of Two Leading Companies (one in consumer; one in industrial/business or two in the high tech market)
- Comparison of Two Best in Class **Customer Loyalty Programs** – Why, What, How and Results
- Creating a **Global Brand** – Why, what, how and how much?
- The **Importance of Continuous Innovation** in Organizations – Why, What, How - with examples of two companies
- Commercialization, Rollout and Launch of **New Products** – Issues, Checklists, Infrastructure Readiness and Other Considerations
- What are the **Critical Success Factors** for Successful **Entrepreneurs** with at least three examples
- Management Succession in a **Family Business** – Issues, Constraints and Opportunities
- The Value and Importance of **Market Segmentation** and **Micromarketing**
- Compare the **Effectiveness of Internet versus Traditional Market Research** Techniques
- **Intrapreneurship** and Corporate Venture Creation – Why, What and How?
- Other topics will be considered with the approval of the instructor

Note: All research papers must include relevant marketing, entrepreneurial and/or innovation principles and practices using examples of one or more real case study companies or situations.

Evaluation

Class Participation, News & Attendance	10%
Team Project	20%
Homework Assignments (H1-6)	15%
Academic Assignments (A1-4)	15%
Individual Academic Report and Presentations	40%
	100%

Course Policies

- Ethics policy - Don't lie or cheat.
- Open book policy - If you don't open your books, you flunk.
- You need to buy the textbook!
- Read the syllabus.
- Read exam question before answering it.
- The syllabus is tentative. Report errors or omissions in the syllabus. – Don’t use them as excuse.
- In-class announcements are the rule – not the syllabus.

Course Structure

Lecturing is only one of the three approaches used in this course. Knowledge will be acquired through facilitated **case/article discussions** and **student presentations**. Students are expected to engage actively in preparing for and presenting the case materials. For completing the assignments and project, students may need to do additional research, and look for information and knowledge that is not covered by the textbook and the lectures. It is assumed that a major learning objective for this course is to **cultivate students' capability in searching, identifying, evaluating, and integrating relevant knowledge that may or may not be provided in the class**.

Schedule & Assignments

Note: this is a working outline, and may be revised to meet the needs of class participants.

Date	Topics and Assignments	Reading (before class)
	Marketing	
Session #1 Jan27,14	Course Overview - Submission is mandatory due at each Saturday midnight for all Posters, Assignments and Homework: TCMG400spring14@gmail.com 20% grade reduction for submission until Sunday midnight; 50% for submission after Sunday midnight. - Material will be uploaded on BlackBoard – be on time - to learn and practice of individual and team discipline and responsibility! Being late is not acceptable in any form of successful business! - There are Poster and Paper samples from other students posted on BlackBoard. Remember that these are proprietary and the intellectual property of the student. As always in business, it is your responsibility to respect others property! **Formation of Teams (2-3 members):** • Discuss potential project topics • Instruction for Exercise1 (Achrol & Kotler, 1999) • Team Project: Marketing/Business Plan of a New Product • Individual Project: Academic paper • Poster and Power Point presentations	

Session #2 Feb03,14 T1: Ch1 T2: Ch2 T7: Ch1-RM T8: Ch5-RM H1: T5-8 **A1: in class Endnote** T5: C1-Poster	Creating and Capturing Customer Value Company and Marketing Strategy: Partnering to Build Customer **Introduction (30min):** Ch1 and Ch2 (Armstrong and Kotler 2013) • Discuss Marketing Plan components • Posters: A poster is a communication tool where you present and market yourself, your ideas and show level of professionalism. **Team Case1: Prius/Toyota (Black Board) – due Sunday:** - Assigned Team presents case using **poster(s).** Explain case according to textbook and answer questions by **quoting** sentences from the **textbook**. - Assigned Team formulates **4 Questions** and moderate class discussion to answer Qs. **H1: Prius/Toyota (Black Board) – due Sunday:** Email/Submit Written Homework	Read Book 1: - Chapters1,2 Read: - Exercise1 - Assignment1

	A1: in-class assignment: Exercise 1, Endnote (1 reference) All students must submit assignment during the session. **Exercise:1. MS Word File** a) **with exactly this references in the library:** Achrol, R. S., & Kotler, P. (1999). Marketing in the network economy. *Journal of Marketing, 63*(4 Special Issue), 146-163. b) **with exactly this in-text citation:** (Achrol & Kotler, 1999) ***Each student is prepared to comment and explain on an important issue using the textbook.***	

Session #3 Feb10,14 **A2: in class** T3: Ch3 T4: Ch4 H2: T1-4 T6: C2-Poster	Analyzing the Marketing Environment Managing Marketing Information to Gain Customer Insights **Introduction:** Ch3 and Ch4 **Team Book-Presentation – due Sunday midnight:** Assigned Teams create and present two or more Posters for each chapter (20min). **A2: in-class assignment: Introduction section:** Write an introduction section on your topic and use Endnote and produce 10+ references **Team Case2: Enterprise Rent-A-Car (Black Board) – due Sunday:** - Assigned Team presents case using **poster(s).** Explain case according to textbook and answer questions by **quoting** sentences from the **textbook**. - Assigned Team formulates **4 Questions** and moderate class discussion to answer Qs. **H2: Enterprise Rent-A-Car (Black Board) – due Sunday:** Email/Submit Written Homework ***Each student is prepared to comment and explain on an important issue using the textbook.***	Read Book 1: - Chapters3,4 Read: Factors Affecting Initial Trust (optional)

Session #4 Feb17,14 T5: Ch5 T6: Ch6 H3: T5-8 A2: Model T1,7: C3-Poster	Understanding Consumer and Business Buyer Behavior Customer-Driven Marketing Strategy **Introduction:** Ch5 and Ch6 **Team Book-Presentation – due Sunday midnight:** Assigned Teams create and present two or more Posters for each chapter (20min). **Team Case3: Zara (Black Board) – due Sunday:** - Assigned Team presents case using **poster(s).** Explain case according to textbook and answer questions by **quoting** sentences from the **textbook**. - Assigned Team formulates **4 Questions** and moderate class discussion to answer Qs. **H3: Zara (Black Board) – due Sunday:** Email/Submit Written Homework	Read Book 1: - Chapters5,6

	<u>A3 in class assignment:</u> Build Marketing Model with 1 goal and 4 Factors using 5 academic journal articles: Use articles such as (Achrol & Kotler, 1999), (Bach et al., 2009) or go to the Journal of Marketing and select articles of your choice. • You can find a template for the Model on the Black Board • For the goal and each hypothesis take one direct sentence/paragraph from an article and quote properly. You can use the references cited in the articles. Email/Submit Written Homework and Assignment to Gmail. ***Each student is prepared to comment and explain on an important issue using the textbook.***	

Session #5 Feb24,14 T7: Ch7 T8: Ch8 A4: Research Method section	<u>Products, Services, and Brands</u> <u>Developing New Products and Managing the Product Life Cycle</u> **<u>Introduction:</u>** Ch7 and Ch8 **<u>Team Book-Presentation – due Sunday:</u>** Assigned Teams create and present two or more Posters for each chapter (20min). **<u>A4: in-class assignment:</u> Research Method section** Write a Research Method section. **<u>Assignment5: Individual paper</u>** Use model from A2 and start describing goal, each factor, model, etc. in your own words. Start writing your individual report paper following structure below: **<u>Assignment3: Individual Report:</u> Discussion, Q&A** ***Each student is prepared to comment and explain on an important issue using the textbook.***	<u>Read Book 1:</u> - Chapter7,8 Marketing Plan

<u>Session #6</u> March03,14 T1: Ch9 T2: Ch10 H4: T1-4 T8: C4-Poster	<u>Pricing: Understanding and Capturing Customer Value</u> <u>Marketing Channels: Delivering Customer Value</u> **<u>Introduction:</u>** Ch9,10 **<u>Team Book-Presentation – due Sunday midnight:</u>** Assigned Teams create and present two or more Posters for each chapter (20min). **<u>Team Case4: TBD – due Sunday:</u>** - Assigned Team presents case using **poster(s).** Explain case according to textbook and answer questions by **quoting** sentences from the **textbook**. - Assigned Team formulates **4 Questions** and moderate class discussion to answer Qs.	<u>Read Book 1:</u> - Chapter9,10

	Mid-term Exam (A1-4) (each student submit A1-A4 for grading) **submit Exercises for grading (A1-A4) – (this is not your paper and not the mid-term exam-use A5 template); A5 template is not your final paper! Deadline midnight.** **Team Project Topic Presentation: (optional)** 2.) Company Vision and Objectives 3.) Current Market Situation: Product or Service Objectives, Description (functions, features) and Value Proposition (Benefits to the Buyer) 9.) SWOT Analysis ***Each student is prepared to comment and explain on an important issue using the textbook.***	
Session #7 March10,14 T3: Ch11 T4: Ch12 H5: T5-8 T3: C5-Poster	Retailing and Wholesaling Communicating Customer Value **Introduction:** Ch11,12 **Team Book-Presentation – due Sunday midnight:** Assigned Teams create and present two or more Posters for each chapter (20min). **Team Case5: TBD– due Sunday midnight:** - Assigned Team presents case using **poster(s).** Explain case according to textbook and answer questions by **quoting** sentences from the **textbook**. - Assigned Team formulates **4 Questions** and moderate class discussion to answer Qs. ***Each student is prepared to comment and explain on an important issue using the textbook.***	Read Book 1: - Chapter11,12
Session #8 March24,14 T5:Ch13 T6:Ch14 H6: T1-4 T2,4: C6-Poster	Personal Selling and Sales Promotion Direct and Online Marketing **Introduction:** Ch13,14 **Team Book-Presentation – due Sunday midnight:** Assigned Teams create and present two or more Posters for each chapter (20min). **H6: Case: Share Net – Homework and Team Poster (Black Board) – due Sunday midnight** - Assigned Team presents case using **poster(s).** Explain case according to textbook and answer questions by **quoting** sentences from the **textbook**. - Assigned Team formulates **4 Questions** and moderate class discussion to answer Qs. Submit written answers to following case questions: 1) What entrepreneurial behaviors does the company display? Consider intra-preneurship and other types of entrepreneurships. 2) What did you learn from network marketing that you can apply to the	Read Book 1: - Chapter13,14

	company Siemens case? Describe the marketing efforts the company has undertaken. Make a list of research areas, marketing concepts and factors the company has used and a list you would recommend the company to use. Consider internal marketing, network marketing, innovative concepts and processes. 3) What recommendations would you suggest to increase the company's' competitive advantages? What opinions, issues, assumptions or facts can you identify from other cases or academic articles? Cite at least one. 4) What measures would you recommend? As mentioned in the case, the knowledge management program is in jeopardy, because of cost cutting efforts and no real financial or other measures that support continuous funding. ***Each student is prepared to comment and explain on an important issue using the textbook.***	

Session #9 March31,14 A5: final paper	**Mid-Term Exam** Individual Paper Topic (each student submit paper with full structure) **Due: Individual Poster, Team 1-4** Email/Submit: electronic copy of Individual Paper and Poster **Focus of you paper:** Why is your Model Important? 1. What impact it has on an organization? Lessons learned. 2. What impact it has to improve people? Effectiveness 3. What is the gain for business? 4. What is the need of it? 5. Why should you hire me? 6. Why should you continue employee me? 7. Why should you give money for my project? 8. You make it important whatever you are doing! **Answer following questions in your own words as part of your paper:** Collect and quote definitions of Marketing (up to 800 words) and discuss with cases. List definition in table and develop figures (e.g. classify, categorize, etc). What did I learn about Marketing? (150-300 words) **Individual paper and team projects:** Use Turn-It-In to produce a paper below 10% excluded all quoted material and bibliography. You need to discuss material. **Turn-It-In:** (create TurnItIn version of your paper) 1. remove your name and all identification	Individual Academic report

	2. keep below 15% (excluding quoted material) **<u>Grading (see section 5. above):</u>** 1. Quoted material will be graded for correct format, number of in-text citations, correct Endnote entry and correct format of references. 2. Explanation and discussion will be graded for content, consistency, persuasiveness of importance, clearness of explanation, adherence to the topic, etc. 3. Paper will be graded for structure (title, abstract, introduction, body text, conclusion, and reference library), format and content.	
<u>Session #10</u> April07,14	**<u>Due:</u> Individual Poster, Team 5-8** <u>Email/Submit:</u> electronic copy of Individual Paper and Poster Send your preliminary papers asap and do following: 1. Copy/paste PowerPoint slide of your model into a word file. 2. Copy/paste the quotes into word file (not the entire slide). 3. Create Title page 4. Create Table of Content 5. Define and explain the goal and the four factors as said in the articles 6. Explain why the goal is important 7. Explain why each factors is important and how it is lined to the goal 8. Explain why your model is important 9. Explain what impact your model has on the organization (how does it help to improve the organization, people, etc., what do you want to achieve, etc.) 10. Create Endnote library 11. Create in-text citations (quotes with page number) 12. Send asap or Sunday midnight	Individual Academic report

	Innovation	
Session #11 April14,14 TProject:P1 T1-4: article	**<u>Introduction:</u>** Team 1-4 present Part I of Team project <u>The Discipline of Innovation</u> **<u>Team Presentation:</u>** Assigned Team develops and presents poster: Team1: Drucker (2000) Team2: Hamel (2006) Team3: Hansen (2007) Team4: Pisano (2008). (15min each). **<u>Team Project Presentation Part 1 (Team 1-4):</u>** Interim Marketing/Business Plan Presentation (must cover items 2 - 8 of section 6 in syllabus) Individual paper discussion (optional)	<u>Read HBR articles:</u>

Session #12 April21,14 TProject:P1 T5-8: article	**Introduction:** Team 5-8 present Part I of Team project Managing Innovation: Tools and Approaches "How to do it"* **Team Presentation:** Assigned Team develops and presents poster: Team5: Bettencourt (2008). Team6: Kim (2004). Team7: Scott (2006). Team8: Pugh (2008). (15min each). **Team Project Presentation Part 1 (Team 5-8):** Interim Marketing/Business Plan Presentation (must cover items 2 - 8 of section 6 in syllabus) Individual paper discussion (optional)	Read HBR articles: -
Session #13 April28,14	**Due:** Team Project Presentation **Email/Submit:** electronic copy of Team Business Plan and Poster	
Session #14 May05,14	**Due: final** Individual Academic Report Guest Lecture **Submit:** Individual Paper (final) Friday 06. December 2013	
Session #15 May12,14	**Final Exam (optional)**	