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Course Overview:

Marketing management is defined as the “art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value” (Kotler and Keller 2016, p. 2). Our course addresses the management challenges of developing products and services that deliver value including selecting target markets and designing the best combination of marketing variables to carry out a firm’s strategy.

Course Objectives:

- To comprehend marketing strategy concepts and frameworks;
- To compare effectiveness of different marketing strategies and tools across marketing situations;
- To analyze marketing problems and opportunities facing a variety of firms strategically;
- To design and implement a successful 10-year marketing plan for a simulated brand

Course Materials:

The following materials and resources are required for our class:

1. **Textbook** by Philip Kotler and Kevin Lane Keller (2016), *Marketing Management*, 15th edition. Upper Saddle River, NJ: Prentice Hall. ISBN 978-0-13-385646-0.
2. **PharmaSim: The Marketing Management Simulation** by Interpretive Software (www.interpretive.com ([Links to an external site.](#))). Two-three days after our first class, PharmaSim will send an ID and password to the email address Rutgers has on file for you. With that information, you should register and pay for participation (\$44.95/each student) at www.interpretive.com ([Links to an external site.](#)). After purchase, go to PharmaSim’s website to access the simulation and all materials including the Case Simulation and Student Manual PDFs that explain the situation the firm is facing and simulation procedures. You can either print these manuals or read these materials online.

Grading:

Your course grade will be based on the following components:

% of maximum

	final grade	points
Exam 1	15%	60
Exam 2	15%	60
PharmaSim Simulation	15%	60
PharmaSim Report	10%	40
Quizzes	10%	40
Discussions	20%	80
Assignments	15%	60
Total	100%	400

Letter Grades:

	% of final grade	points
A	90-100%	360 - 400
B+	86-89.9%	344 - 359
B	80-85.9%	320 - 343
C+	76-79.9%	304 - 319
C	70-75.9%	280 - 303
F	69% of less	279 or less

Assignments:

Exam 1 and 2

There will be two structured exams (i.e., multiple-choice, true/false questions) around midterm and final weeks of the semester. Exam 1 will cover material from the beginning of the semester till the exam time, and exam 2 will cover material from Exam 1 and onwards. You will be given 2 hours to complete these exams and you will need to complete them in one setting. Please plan to allocate two hours of your time to taking each exam. There are no make-ups or extensions on these exams. Both exams are mandatory to complete the course; failure to complete one or both exams will result in F for the course regardless of your other points.

PharmaSim Simulation

You will participate in PharmaSim, a computer simulation. Working in teams of 3-4 people, you will be in charge of Allround, an over-the-counter cold medicine. Your team will be responsible for managing the brand and its product line for ten (simulated) years. Team memberships will be assigned randomly by a computer. You can see your team members under People/Simulation Teams.

- Prior to beginning the simulation, you will read and analyze the background material about your firm, product, category, competition, etc. Also:
- Each team will develop a SWOT analysis outlining the current state of Allround and Marketing Plan (strategies) outline for the first year of the simulation (this is your Assignment 2). You will subsequently need to adjust your SWOT and Marketing Plan after each year of the simulation.
- Perform practice runs on your simulation to familiarize yourself with the simulation experience
- During the simulation, your team will make marketing decisions for your brand(s). You will not be able to do reruns of your decisions once you start your actual simulation. All reruns should be practices during your practice runs.
- After completing the simulation, your team will prepare a report regarding the ten-year performance of your brands and recommendations for the future.
- Your final grade will be based on: (a) team performance in the simulation (15% of final grade) and (b) post-simulation team report (10% of final grade). In addition, you will evaluate your contributions to the team as well as the contributions of your teammates. Peer evaluations and instructor assessment of contributions will be factored into grades for the simulation.

Quizzes

There will be 11 quizzes on the studied material and the syllabus quiz. You will be given only 30 minutes maximum to complete each quiz. One lowest score quiz will be dropped from the final score for the semester. The quiz scores will be weighed at the end of the semester.

Discussions

Success in business depends on effective communication. Every class module will involve lively discussions. *Quality* of participation is very important, as is *quantity*. Please check *Discussion Rubric* on how you should write and organize your Discussion posts. Each student is responsible for one original post and two replies to other posts each week. Two lowest discussion points will be dropped from the final grade.

Assignments

There will be **six** team-based assignments related to PharmaSim simulation. For some assignments each of your will need to complete the individual task first and then you will be required to summarize your overall findings. You will find Assignment descriptions in corresponding Modules; they are also available on www.interpretive ([Links to an](#)

[external site.>.com \(Links to an external site.\)](#). Assignments will be graded based on 1) accuracy of answering the posed questions; 2) completeness and comprehensiveness of your answers and 3) general style of writing. **No late assignments** will be accepted.

Timelines:

We will finish all Readings, Discussions and Quizzes about 2-3 weeks before the end of the semester. You will have the final 2 weeks to work on the actual simulation, write the report and complete exam 2.

General Course Policies:

Professional conduct in every facet of our course—including punctuality in meeting due dates, preparedness, and high-quality work and participation—is expected. The following standards are in place:

- You are welcome to contact me any time to discuss matters related to our class or other relevant topics. I will access my email daily, although not between 8 pm and 7 am, as well as less frequently over the week-end. I will respond to your email within 48 hours.
- You are expected to meet all due dates stated in the activity tables and course calendar. If something comes up (work, family issue, etc.) please notify me as soon as possible by email. In case of any issues with Rutgers email, you can also use my secondary email: strizhakova@hotmail.com
- Official schedule changes will be announced in the Announcements section, which can be found in the right sidebar when you enter the course.
- Rutgers University recognizes disability as a component of cultural diversity and fosters an inclusive environment for all members of the university community. More information can be found at [the Camden Disability Services page \(Links to an external site.\)](#). Contact the Camden campus Disability Coordinator, Mr. Tim Pure disabilityservices@camden.rutgers.edu; 856-225-6442; Armitage Hall Room 362). All contact will be considered confidential.

Academic Integrity:

(Visit [the Academic Integrity Policy at Rutgers page \(Links to an external site.\)](#) to view and download the policy.)

Rutgers University takes academic dishonesty very seriously. By enrolling in this course, you assume responsibility for familiarizing yourself with the Academic Integrity Policy and the possible penalties (including suspension and expulsion) for violating the policy. As per the policy, all suspected violations will be reported to the Office of Community Standards.

Academic dishonesty includes (but is not limited to):

- cheating
- plagiarism

- aiding others in committing a violation or allowing others to use your work
- failure to cite sources correctly
- fabrication
- using another person’s ideas or words without attribution
- re-using a previous assignment
- unauthorized collaboration
- sabotaging another student’s work

If in doubt, please consult the instructor. Please review the Academic Integrity Policy at <https://deanofstudents.camden.rutgers.edu/sites/deanofstudents/files/Academic%20Integrity%20Policy.pdf>.

Students are responsible for understanding the principles of academic integrity and abiding by them in all aspects of their work at the University. Students are also encouraged to help educate fellow students about academic integrity and to bring all alleged violations of academic integrity they encounter to the attention of the appropriate authorities.

Principles of academic integrity require that every Rutgers University student:

- properly acknowledge and cite all use of the ideas, results, or words of others;
- properly acknowledge all contributors to a given piece of work;
- make sure that all work submitted as his or her own in a course or other academic activity is produced without the aid of unsanctioned materials or unsanctioned collaboration;
- obtain all data or results by ethical means and report them accurately without suppressing any results inconsistent with his or her interpretation or conclusions;
- treat all other students in an ethical manner, respecting their integrity and right to pursue their educational goals without interference. This requires that a student neither facilitate academic dishonesty by others nor obstruct their academic progress;
- uphold the canons of the ethical or professional code of the profession for which he or she is preparing.

Adherence to these principles is necessary in order to insure that:

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments;
- all student work is fairly evaluated and no student has an inappropriate advantage over others;
- the academic and ethical development of all students is fostered;

- the reputation of the University for integrity in its teaching, research, and scholarship is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld.

If there are questions on how to comply, please contact me immediately.

Netiquette Statement:

Be sure to review the following university documents about student conduct and the Netiquette statement below:

- [Rutgers University Code of Student Conduct \(Links to an external site.\)](#)
- [University Student Life Policy Against Verbal Assault, Harassment, Intimidation, Bullying, and Defamation \(Links to an external site.\)](#)

NOTE: Papers crafted with the assistance of other published student work are considered a form of academic dishonesty. Students cannot use the work, published or not, authorized or not, of other students (at Rutgers or elsewhere), under any circumstances. Papers purchased or garnered from other authors (including current and former students) constitutes cheating.

Netiquette

1. In all of your interactions, remember there is a person behind the written post.
2. Pause and reflect on a post that is uncomfortable before responding. Consider the root of your emotional reaction.
3. Remember, we are discussing ideas and disagreements that are not personal in nature. Take care in crafting your response to demonstrate your disagreement with the idea, not the person.
4. Do not participate in "flaming." Flaming is inflammatory comments that are hostile and insulting and do not contribute to the learning process. Choose not to respond to "flames" to support a better learning experience for everyone.
5. Be careful with humor and sarcasm. Because the visual cues are absent, many people cannot tell if your comments are meant seriously or facetiously.
6. Contribute to a meaningful discussion by presenting your "best self" in the course environment: Take the time to explain your ideas respectfully and completely. However, also keep brevity in mind. You want to make your point clearly, but also make it concisely.
7. If a peer misinterprets your meaning, acknowledge this without being rude or defensive. It can be challenging to communicate some ideas in writing. This is your opportunity to practice clarifying your ideas to others.

8. Do not post in all caps. This is the equivalent of SHOUTING at someone and is not acceptable.

Disability Statement:

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation: <https://ods.rutgers.edu/students/documentation-guidelines> (Links to an external site.). If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a Letter of Accommodations. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. To begin this process, please complete the Registration form on the ODS web site at: <https://ods.rutgers.edu/students/registration-form> (Links to an external site.).

Summary of Chapter Readings for Each Module:

<i>Module Number</i>	<i>Readings from the Text</i>
Module 1	Chapter 1
Module 2	Chapters 2, 9 and 10
Module 3	Chapters 3, 4, and 23
Module 4	Chapters 6, 7
Module 5	Chapters 11, 12
Module 6	Chapters 13, 15
Module 7	Chapter 14; Exam 1
Module 8	Chapter 16
Module 9	Chapters 17, 18
Module 10	Chapters 19, 20
Module 11	Chapter 21
Module 12	Chapter 22
Module 13	No readings; work on

Course Summary:

Date	Details
Sun Sep 11, 2022	Quiz Quiz 1 - Syllabus quiz Assignment Student Introductions
Sun Sep 18, 2022	Discussion Topic Discussion 1 : Nike case Discussion Topic Discussion 1: Pepsi and Beverage Unit Development
Sun Sep 25, 2022	Discussion Topic Discussion 2: Louis Vuitton Quiz Quiz 2: Strategy
Sun Oct 2, 2022	Discussion Topic Discussion 1: Ted talk on Post-Crisis Consumer Discussion Topic Discussion 2: Marketing Observation Quiz Quiz 3 Assignment Assignment 1: Case discussion
Sun Oct 9, 2022	Discussion Topic Discussion 1: TED talks on Making Choices Discussion Topic Discussion 2: Accenture Quiz Quiz 4 Assignment Assignment 2: Cold medicine buyer behavior
Sun Oct 16, 2022	Discussion Topic Discussion 1: New products Discussion Topic Discussion 1: Revitalizing Brands Discussion Topic Discussion 2: McDonald's growth strategies

Date	Details
	Quiz Quiz 5
	Discussion Topic Discussion 1: Product Strategies
Sun Oct 23, 2022	Quiz Quiz 6
	Assignment Assignment 3: SWOT Analysis and Marketing Plan Outline
	Assignment Assignment 4: Product Formulation
Sun Oct 30, 2022	Discussion Topic Discussion 1: Survival of retail
	Quiz Exam 1
	Discussion Topic Discussion 1: Budget air travel
Sun Nov 6, 2022	Quiz Quiz 7
	Assignment Assignment 5: Estimating price margins
	Assignment Assignment 6: Break even
Sun Nov 13, 2022	Discussion Topic Discussion 1: Best Buy
	Quiz Quiz 8
	Discussion Topic Discussion 1: Red Bull
Sun Nov 20, 2022	Discussion Topic Discussion 2: Super Bowl commercials
	Quiz Quiz 9
Sun Dec 4, 2022	Discussion Topic Discussion 1: Website evaluation

Date	Details
	Quiz Quiz 10
	Discussion Topic Discussion 1: BMW Films
Sun Dec 11, 2022	Quiz Quiz 11
	Assignment Simulation
	Quiz Exam 2
Sun Dec 18, 2022	Assignment Final Simulation Report
	Assignment Simulation Peer Evaluation
	Assignment Extra Credit