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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 et al. 2022, p. 3). 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 Learning 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

School of Business -Camden Program Learning Goals

- Critical thinking and analytical decision making
- Global perspective
- Ethical reasoning

Course Materials:

The following materials and resources are required for our class:

1. **Textbook** by Philip Kotler, Kevin Lane Keller, and Alexander Chernev (2022), *Marketing. Management*, 16th edition. Upper Saddle River, NJ: Prentice Hall. ISBN-10: 0-13-588715-1 or ISBN-13: 978-0-13-588715-8
2. **PharmaSim: The Marketing Management Simulation** by Interpretive Software (www.interpretive.com). 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. 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

3. [The CircularPRO Global Challenge \(stratxsimulations.com\)](https://stratxsimulations.com) (free competition assignment; the team leader should register all team members before 9/12)

Grading:

Your course grade will be based on the following components:

	% of final grade	maximum 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 3-5 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. The lowest discussion points for 1 discussion will be dropped from the final grade.

Some discussion posts will ask you to integrate ChatGPT into your analyses. However, this is the only time you are allowed to use ChatGPT or other AI tools in completing your course work.

Assignments

There will be **3** team-based assignments

Assignment 1. This is a free CircularPro Global Challenge. You will be in charge of sustainable marketing decisions for two electronics brands. Your team will need to register before September 3. Simulation will run between Sept. 16-30. You need to spend about 3-5 hours on this assignment. You have a chance to win prizes from the host company. You will need to make a short presentation of your performance in the challenge and your key decisions. Your grade will be based mostly on your analysis of your performance.

Assignment 2. This is the major assignment to prepare you for your PharmaSim simulation. It includes your detailed SWOT analysis and Marketing Plan outline for year 1.

Assignment 3. In pricing chapter, you will have to complete two calculations related to the studies material to better understand profits, sales, and break-even analysis.

Assignments 2 and 3 will be based on your 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.

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](#). 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:

The Academic Integrity policy can be found at <https://studentconduct.rutgers.edu/processes/university-code-student-conduct> <http://studentconduct.rutgers.edu/student-conduct-processes/academic-integrity/>

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.

Academic Integrity means that you (the student) must:

- 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 your own in a course activity is your own and not from someone else
- obtain all data or results by ethical means and report them accurately
- treat all other students fairly with no encouragement of academic dishonesty

Adherence to these principles is necessary in order to ensure 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 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.

Artificial Intelligence Use

ALLOWED USES: You are allowed to use AI in Discussion posts that would ask you to engage with ChatGPT (free version). You are also allowed to use AI tools to brainstorm some ideas, find information on the topic, check grammar and style, and conduct some preliminary research. However, you are required to paraphrase and integrate the found information rather than copy-and-paste it. Proper citations are required if some information is used and paraphrased.

NOT ALLOWED USES: You are not allowed to use AI tools for anything else that is not specified above. Such uses include but are not limited to: use of AI tools during exams, assignments that do not require AI, writing an assignment, writing sentences or paragraphs in your assignments.

CODE OF STUDENT CONDUCT

Rutgers University-Camden seeks a community that is free from violence, threats, and intimidation; is respectful of the rights, opportunities, and welfare of students, faculty, staff, and guests of the University; and does not threaten the physical or mental health or safety of members of the University community, including in classroom space.

As a student at the University, you are expected adhere to the Code of Student Conduct.

To review the code, go to the Office of Community Standards:

<https://deanofstudents.camden.rutgers.edu/student-conduct>

Note that the conduct code specifically addresses disruptive classroom conduct, which means *fengaging.in.behavior.that.substantially.or.repeatedly.interrupts.either.the.instructor's.ability.to.teach.or.student.learning.The.classroom.extends.to.any.setting.where.a.student.is.engaged.in.work.toward.academic.credit.or.satisfaction.of.program_based.requirements.or.related.activities*

NETIQUETTE STATEMENT

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

- [Rutgers University Code of Student Conduct](#)
- [University Student Life Policy Against Verbal Assault, Harassment, Intimidation, Bullying, and Defamation](#)

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.

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:

The University is committed to supporting the learning of all students and faculty will provide accommodations as indicated in a Letter of Accommodation issued by the Office of Disability Services (ODS). If you have already registered with ODS and have your letter of accommodations, please share this with me early in the course. If you have or think you have a disability (learning, sensory, physical, chronic health, mental health or attentional), please contact <https://success.camden.rutgers.edu/disability-services>.

Accommodations will be provided only for students with a letter of accommodation from ODS. Their services are free and confidential. Letters only provide information about the accommodation, not about the disability or diagnosis.

Summary of Chapter Readings for Each Module:

<i>Module Number</i>	<i>Readings from the Textbook for that Module</i>
Module 1: Understanding Marketing Management	Chapter 1
Module 2: Marketing Planning and Strategy	Chapters 2, 6, 7
Module 3: Capturing Market Insights	Chapters 5, 21
Module 4: Connecting with Customers	Chapters 3, 4
Module 5: Brand Equity and Growth Strategies	Chapters 10, 17
Module 6: Managing Brands, Products, and Services	Chapters 8, 18
Module 7: Services Marketing and Exam 1	Chapter 9; Exam 1
Module 8: Managing Channels of Distribution	Chapters 15, 16
Module 9: Managing Price	Chapter 11
Module 10: Managing IMC, Advertising, and Sales Promotions	Chapters 12
Module 11: Managing Digital, Social, and Mobile Communication	Chapter 13

Module 12: Managing Personal Communications and Database Marketing	Chapter 14
Module 13: Simulation Work and Exam 2	No readings; work on the final simulation, simulation report; Exam 2