

Instructor: Paul Cubbon paul.cubbon@sauder.ubc.ca Office HA553 tel: 604-827-3199
E-mail is best contact method

Overview

Successful businesses use the principles of marketing to attract new customers and retain existing customers in a sustainable, profitable manner. A well-planned, well-executed and integrated Marketing Strategy that is perceived by customers to be consistently offering them superior value ultimately determines the winners and losers in this competitive game.

Regardless of what role you ultimately play in an organization, a thorough understanding of marketing principles and strategies is essential if you are going to play an active role in the success of the venture.

This component of the CORE program is built on one over-riding principle: you are already very knowledgeable and experienced in the ways of marketing at the tactical level, primarily through constant exposure as consumers. What you now need is a framework into which to 'fit' that knowledge, a consistent language to describe it, and tools to allow you to systematically understand and ultimately design marketing programs. Readings, assignments and class discussion are designed to help you build, practice and apply this framework, leveraging your existing knowledge & experiences.

Learning Outcomes

By the end of this introductory Marketing course, students will be able to:

- undertake market segmentation and profile target markets;
- construct a differentiated value proposition that incorporates the elements of branding and positioning, and identify the core elements of brands' value propositions;
- design, conduct and interpret basic Market Research;
- design a Marketing activity calendar;
- gain an understanding of how to compile a marketing plan (which you will get to build as part of Core team project number 2);
- better understand the way in which Marketing principles interact with other functional disciplines and how to harness these principles in improving overall organizational success. In particular, the Marketing elements of the Core program integrated cases, critical issues and major team projects will be used to amplify this aspect of marketing learning.

Readings

Per the Weekly Schedule - please note that there are readings for session 1.

Note regarding Marketing text for FTMBA Core 2008. (as posted to WebCT, Spring '08)

There are many comprehensive marketing texts available. In the Core we only have 6 classes to cover an introduction to key concepts. It is important that you come to classes prepared on the topics assigned for the class. However, we will not follow page by page from any one text. In this sense, you can use the index from many texts to guide your preparation. I will provide class by class reading guides that reference two texts. You may choose which of these two to buy and use for the course. IF you choose an alternative text then you will be responsible for identifying the relevant sections to read before classes.

1) ***Marketing Management in the 21st Century*** is priced at \$45 for a hard copy and \$25 for electronic access. ISBN 978-0-9797344-0-3 Authors: Capon and Hulbert, 2008: details at <http://mm21c.com/us/mm21c.php> This is a new text that looks promising. It is also priced attractively, but it does not go into so much detail as Kotler/Keller/Cunningham on some of the key topics.

2) **Kotler/Keller/Cunningham: Canadian 12th edtn, Marketing Management**, ISBN 0-13-1286404 and retails for \$136.95 + GST at the UBC bookstore or for direct purchase. Clearly, this is a lot more expensive. However, it is an excellent text and the one that we have used in recent Cores.

You may find FT07 or PT08 students selling second hand copies of the same text at a discount. If you are searching online you may find the US version of the text (Kotler/Keller, 12th edition) at a considerably lower price. I do not mind if you select this option; the main content is the same, but the chapter ordering and examples are different. If you take the US version, you will need to take responsibility for using the index to find the exact page ref for the readings, which I will only specify for the Canadian edition.

There are many other marketing texts available, but you should know that most of them do not cover the topics of branding, positioning or value propositions in the detail that we require and that the Kotler/Keller/Cunningham text does this best of all. We will use approximately half of this text in the Core, but much of the remainder will be helpful post-core. The marketing themes covered in case days, critical issues are also well supported by the text, and students find it helpful in completing their major projects. Because Marketing courses are scheduled early in the Core it will be important that you pre-read for the first marketing classes before the program starts.

If you have any queries regarding the text or readings for Marketing, contact the Instructor: paul.cubbon@sauder.ubc.ca

Student Responsibilities

It is expected that students will have read ahead prior to class, and will be prepared for active discussion. The material in the textbook will NOT be systematically “covered” again during class, but may be referred to and will provide the theoretical basis for discussion and application. It is not expected that you read every page in micro-detail. Understanding of concepts is desired, but not memorization of detail. I have tried to guide you on optional versus recommended reading, but ultimately, you will be best served if you use the index and table of contents to see how topics are cross-referenced and link together. In this way, you may well read ahead on some pages and skip over others. Be thoughtful in your preparation, based on the themes highlighted in the weekly outline. A good self-check before class is to see if you understand the end of chapter summary points, or can answer the end of chapter application topic discussion questions.

Students should demonstrate their ability to apply the concepts learned by making specific recommendations on marketing strategy, supported by an interpretation of the relevant concepts. It will not be adequate for students to say “the company should do X”, but rather, “the company should do X because of this analysis... and in doing so, will achieve Y”.

Assignments will be briefed in class, with supporting instructions posted to the website. Additional optional but helpful readings and resources will be provided throughout the course – but remember, this is CORE. There will be plenty of time, post-core for you to go into more detail. Class slides will be posted to the website ahead of time and will provide the agenda for guiding the in-class activities and discussion. However, slides will often be of a visual nature, and will largely be rendered useful by the in-class discussion that accompanies them. They are NOT intended to operate as a substitute for reading the text(s) or as an alternative to attending and participating in class.

Course Outline:

		CONTENT	READINGS Kotler/Keller /Cunningham	READINGS Capon/Hulbert	ASSIGNMENTS
1	Sept 3	<ul style="list-style-type: none"> Strategic Planning & Marketing Towards a Customer-Centric Organization Creating Customer Value, Satisfaction and Loyalty The Marketing Plan Introduced Product Life Cycle and Adoption curve: introduced 	Useful (skim) Chapter 1 Chapter 2 Recommended Chapter 5 Use index to find pages for these topics; varies by book edition.	Useful (skim) Chapter 1 Recommended Chapter 2 P67-70 P265	Brief online forums

2	Sept 9	<ul style="list-style-type: none"> Segmentation, Targeting & Positioning Brand Equity Building your Value Proposition 	<p>Useful Chapter 8 Chapter 9</p> <p>Recommended Chapter 10</p>	<p>Useful Chapter 8 Chapter 11</p> <p>Recommended Chapter 9</p>	
3	Sept 16	<ul style="list-style-type: none"> Buyer Behaviour Market Research principles 	<p>Recommended Chapter 6</p> <p>Useful Chapter 3 Chapter 4</p>	<p>Recommended Chapter 4</p> <p>Useful Chapter 6</p>	Brief Market Research Assignment
4	Sept 25	<ul style="list-style-type: none"> Market Research exercise in class 	No readings.		
5	Sept 30	<ul style="list-style-type: none"> Designing the Marketing Mix: the 4Ps <ul style="list-style-type: none"> Distribution Pricing 	<p>Recommended Chapter 14 Chapter 15</p>	<p>Recommended Chapter 17 Chapter 19</p>	<p>Market Research hand-in due: 08h30</p> <p>Brief Marketing Activity Calendar for in-class exercise, class 6</p>
6	Oct 9	<ul style="list-style-type: none"> IMC (Integrated Marketing Communication) Marketing Activity Calendar The Marketing Plan Linking theory to action 	<p>Recommended Chapter 17</p> <p>Useful - recap Ch 2: p63-70</p> <p>Skim Ch 22</p>	<p>Recommended Chapter 14</p>	Cut off for forum entries, 08h30.
	Oct 27	Review			
	Nov 17	Exam			

Assignments and Examinations

Turn-it-in: for the Marketing core assignments there is no requirement for submission to TII.

30% Marketing Research Project (in project 1 teams)

This will be briefed in class 3, and a written summary of requirements will be posted to WebCT. You will need to submit one hard copy report per team to the drop box, by 8.30 a.m., Sept 30th and also post your report to WebCT; no turn-it-in submission is required.

20% Marketing Forum Contributions (individual)

This will be briefed in class 1, and a written summary of requirements will be posted to WebCT. Each individual will be required to make a minimum of four entries to the Marketing discussion forum: two original entries and two responses to colleagues. Entries should not exceed 200 words, but you may append attachments. There will be two forums: one for Gold and one for Blue. Although you may read both forums, you must post to the forum for the cohort in which you are taking classes for your work to be graded. There are no hard copy or turn-it-in requirements for this assignment – forum postings only. No late submissions accepted; cut-off is 8.30 a.m. Oct 9.

50% Exam

You will not be required to memorize detailed information, but you will be expected to know and understand key concepts and components and be able to apply them to a case. The concepts that are covered in marketing classes and in the integrated case sessions are all possible topics for the exam. The case (but not the questions) will be pre-circulated.

A start on follow-up resources

- www.bcama.com
- www.marketingpower.com
- www.bcaim.org
- www.marketingsherpa.com
- www.clickz.com
- www.brandchannel.com
- www.dmnews.com
- www.emarketer.com

- University online journals & database
 - Use the David Lam librarians to get guidance in your search; they are experts, friendly and want to help you.
 - Check the various industry guides posted on the library site.