

# Management 3300, Marketing Management

2025 Spring, Atlanta

Class Meeting Time: TBD

**Professor: Dr. Alka Varma Citrin**

**For emergencies if you need to reach me: Use WhatsApp to text/call: +1-404-219-3509.**

**e-mail: [alka@gatech.edu](mailto:alka@gatech.edu) (Best way to contact me. Always specify the class about which you need assistance)**

**Office Hours:** TBD and by appointment

**TA: TBD**

## **Required Text Book:**

*Marketing: Real People, Real Choices* (2020), Michael R. Solomon, Greg W. Marshall, and Elnora W. Stuart, 10<sup>th</sup> Edition, Pearson Education. You can purchase the electronic copy or the paper copy.

## **Suggested Readings:**

Current periodicals, such as *The Wall Street Journal*, *Economist*, *Business Week*, *Advertising Age*

## **Specific Course Objectives:**

Have you ever wondered about the mastery with which *Apple* has created a sustained demand for its products in the market, or what it is about the *Despacito* video that captured the minds of multiple generations, or why *Starbucks* has people flocking to their shops despite their higher prices? If so, Marketing Management (MGT 3300) is a course that offers insights into these topics and many other aspects of marketing. This is an introductory level course in marketing and is designed to provide a broad exposure to the principles of marketing from both a theoretical and managerial perspective. In addition to making students aware of terminology, concepts, and techniques that are part of the world of marketing, students have the opportunity through out the semester to apply key marketing concepts while working on the planning and implementation of a successful marketing plan for a real firm.

Upon completion of this course, students should be able to:

1. Understand and use basic marketing terminology and concepts
2. Understand the basics of marketing and planning.
3. Describe the elements of the marketing mix and how these elements are integrated in the marketing strategy.
4. Appreciate and understand the role of the customer in marketing, planning, target marketing, and positioning strategy.
5. Understand the environment in which organizations market their products, including the competitive, socio/cultural, natural, political/legal, economic, and technological environments.
6. Consider the global marketing environment and the impact on marketing strategy.

**Evaluation:**

|  |     |
|--|-----|
| Examinations (3 @ 15% each)                  | 45% |
| Other assignments & class attendance         | 10% |
| Marketing Plan Report (group work) (6 parts) | 15% |
| Marketing Plan Presentation                  | 10% |
| Group Peer Evaluation (2 times @ 5 % each)   | 10% |
| Current Marketing Development Presentation   | 10% |

**Total** **100%**

**Grading Scale:**

|               |                |               |
|---------------|----------------|---------------|
| A = 90%-100%  | C = 70%-79.9 % | F = Below 60% |
| B = 80%-89.9% | D = 60%-69.9%  |               |

Course letter grades will be assigned on a **straight** percentage basis of total points earned.

**Grade Appeals:**

If a student believes that the grade given on an assignment or an exam is not correct, s/he may appeal the grade by discussing it with the professor of the course **within one week of the time the graded work is returned or posted**. Every effort will be made to post the grades for assignments, guest lecture attendance, and exams in a timely manner. It is your responsibility to verify the accuracy of these entries and to bring to my notice any missing or incorrectly entered grades. Please do not wait till the end of the semester to claim credit for missed assignment grades since it may be too late to provide alternate ways to correct this.

**Examinations:**

Examination content will cover readings, class lectures, guest lectures, video tapes, and anything discussed or explained in class. Examinations must be taken on the date scheduled and no makeup exams will be given later except in the case of an acceptable documented medical or family emergency verified by the Dean of students. If, for some reason you must miss an exam (e.g., for a University related required absence which is documented) and are aware of the fact earlier, talk to me to arrange to take the exam **prior** to the exam date. A missed exam for such reasons with no prior arrangement to take the exam at an earlier date will be given a zero score.

**Students are directed to read the Georgia Tech academic code of honor guidelines. Academic honesty is expected from every student and any form of cheating during an exam or assignment will be referred to the proper channels in the University for Disciplinary Action that may result in a fail grade.**

**Current Marketing Development Presentation:**

Each student/group will be assigned one of the marketing topics covered during the semester. Your task is to find an article in the popular press or online publication that **presents a relatively new advancement** (no more than 2 years old) in the assigned topic area and has the potential to impact or change the implementation of marketing strategies. Assignment expectations will be provided on Canvas

**Product Marketing Plan Report (group project):** (Several written deliverables as indicated in the syllabus schedule). You will be assigned a publicly listed firm and will critique the marketing plan employed by that company using the detailed guidelines provided to you on Canvas through the semester. I will discuss more in class.

**Peer Evaluations:** I expect each student to contribute their fair share to the group project. You will complete peer evaluations of all members of your group (including yourself) twice during the semester (evaluation forms 1 & 2 will be posted on canvas with due dates). Evaluations below 85% of the possible score are a clear signal to me that the student is not pulling his/her weight in the group work. You can expect to be docked one entire course grade if the issue of contribution to the group remains unresolved by the end of the second group evaluation.

### **In-Class Activities and Attendance**

In class participation will include attendance for days when groups start working on marketing plan (indicated on course schedule as *MP# work*), any special events/guest speakers, and other scheduled/impromptu in-class activities (see syllabus for workdays for the marketing plan). You are encouraged to be present for all class sessions since you will not receive credit or be excused if you are absent for any reason. I will allow you to drop the grades of two of these in class attendance grades with no impact on the final grade. Please reserve these drops for unforeseen emergencies, illnesses, university related absences, interviews, or other personal problems. It is your responsibility to keep track of when the group work is assigned (clearly specified in the course schedule) and to be present in class to receive the attendance grade.

### **Disability Resource Center Accommodations:**

Reasonable accommodations are available for students who have a documented disability. **Please notify the instructor during the first week of class of any accommodations needed for the course.** Late notification may cause the requested accommodations to be unavailable.

To help achieve our course objectives and to have consistency and fairness in evaluation of performance, the following are some classroom policies which I will be enforcing:

### **Policy on Late Assignments:**

Late assignments will receive a zero grade unless you have discussed the reasons for turning it in late with me in advance of the due date and the reasons are acceptable to me. In any event, **late assignments will be accepted for up to 5 university working days with a penalty of 20% of the assignment points taken off for each school day that the assignment is late.** After five working days, the assignment will not earn any credit. All assignments are due and need to be submitted via canvas using the appropriate assignment link before the start of class on the day they are noted as being due. Anything turned in after then is marked as late.

**Classroom Policies** In general I hope that we can agree on some general guidelines for behavior for both professors and students to make this class a valuable learning experience for everyone. I care about your learning and am receptive to questions and feedback that may help make your time in the class valuable for your learning. Please reach out to me if you have any questions.

## Tentative Course Schedule and Assignment Due Dates (subject to revision)

| Week | Topic   | Reading/Assignment   |
|------|---|--|
| 1    | Course introduction and overview of marketing   | Chap 1   |
| 2    | Global, Ethical, & Sustainable Marketing<br>Global, Ethical, & Sustainable Marketing<br><br>Strategic Market Planning   | Chap 2<br>Chap 2<br>Marketing Plan description<br>Personal Information sheets due<br>Chap 3<br>Group assignments.<br>Product description choices due |
| 3    | Strategic Market Planning   | Chapter 3 <b>MP 1 Work</b>   |
| 4    | Group work on MP1<br>Marketing Research<br><br>Marketing Research   | Chap 4<br><br>Chapt 4<br><b>MP1 due</b><br>Complete sample quiz with honor lock  |
| 5    | Marketing Analytics<br><br>Marketing Analytics  | Chap 5   |
| 6    | <b>Exam 1</b><br><br>Consumer & Business Markets  | <b>Exam 1 covers chapters 1-5</b><br><br>Chap 6  |
| 7    | <b>Spring Break: No class Feb 14-23</b><br>Consumer & Business Markets<br>Segmentation, Target Marketing, & Positioning<br>Segmentation, Target Marketing & Positioning | Chap 7<br><br>Chap 7; <b>MP2 work</b>  |
| 8    | Creating and managing the Product<br><br>Creating and managing the Product  | Chaps 8 & 9<br><br><b>MP3 due</b><br><b>MP3 Work: Product and branding work</b><br>(Group Eval 1 Due)  |

| Week | Dates | Topic  | Reading/Assignment   |
|------|-------|--|--|
| 9    |       | Creating and managing the Product                        | <b>MP3 product and branding due</b>  |
|      |       | <b>Exam 2</b>  | <b>Exam 2 covers chaps 6-9</b>   |
| 10   |       | Pricing Concepts and Methods                             | Chap 10<br><b>MP 4: Pricing strategy work</b>  |
|      |       | Pricing Concepts and Methods                             |  |
| 11   |       | Promotion (Communications Strategy)                      | Chaps 13 & 14 ( <b>MP4: Pricing strategy due</b> )                                       |
|      |       | Promotion 2 (Promotion Mix)                              | <b>MP 5: Promotion strategy work</b>   |
| 12   |       | Distribution   | Chap 11<br><b>MP5: Promotion strategy due</b><br><b>MP 6: Distribution strategy work</b> |
|      |       | Distribution   | <b>MP6 Distribution strategy due</b>   |
| 13   |       | <b>Exam 3</b>  |  |
| 14   |       | MP Project Final Evaluation work day<br>MP presentations | All final slides must be uploaded  |
|      |       | MP presentations   | <b>Group Evaluation #2 due</b>   |
| 15   |       | MP presentations   |  |