**Marketing Management Today   
Sample Syllabus**

INSTRUCTOR INFORMATION

**Name**:  **Office Location**:  **Office Phone**:  **Email**:

**Welcome to Marketing Management!**

Marketing is a continually evolving discipline, and there has never been a more exciting time to learn about marketing. From strategy to creative and everything in between, marketing has something for everyone. This course will teach you new concepts, help you think critically, and allow you to apply knowledge through a number of valuable assignments and projects.

#### COURSEWARE AND SIMULATION

This course uses the digital “Marketing Management Today” courseware, which includes a textbook and its accompanying resources. The courseware can be accessed at <http://home.stukent.com>. The course will also use an online simulation called “Mimic Marketing Management,” which can be accessed from the same website.   
  
It is important that you are able to activate your Stukent account, which we will discuss in the first class.

LEARNING OUTCOMES

**Dual Perspectives**  
Practice thinking from both the perspective of a customer and of a company. **Brand**  
Understand how branding is internally driven, why brands resonate with customers, and how brands create value for companies.   
  
**Customers**  
Distinguish customer types; think like a customer as well as a marketer; and apply concepts such as Customer Lifetime Value (CLV) and Customer Acquisition Cost (CAC), among others.   
  
**Products**  
Learn why some products succeed while most fail, how product development and  
product marketing are different, and the symbiotic relationship between customers and products.

**Communications**  
Recognize differences among the myriad communications tools available to marketers and how they are affected by different customer types.  
  
**Technology**  
Identify the intersection between marketing and technology — with a focus on data-driven businesses and the marketing function.   
  
GRADING POLICY  
The assessment and grading system is intended to reflect student learning and performance.

Assignments  %   
Quizzes %   
Mimic Simulation %  
Projects %

Midterm Exam  %  
Final Exam %

**Sample Course Calendar**

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| --- | --- | --- | --- |
| **CLASS** | **TOPICS** | **READINGS** **DUE** | **ASSIGNMENTS DUE** |
| Class 1 | Introduction | Chapter 1 |  |
|  |  |  |  |
| Class 2 | Introduction | Chapter 1 | Activate Stukent Account |
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| Class 3 | Brand | Chapter 2 |  |
|  |  |  |  |
| Class 4 | Brand | Chapter 2 | Expert Session |
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| Class 5 | Brand | Chapter 3 | Expert Session |
|  |  |  |  |
| Class 6 | Customer | Chapter 4 | Expert Session |
|  |  |  |  |
| Class 7 | Customer | Quibi Case Study | Quibi Assignment |
|  |  |  |  |
| Class 8 | Customer | Chapter 5 | Expert Session |
|  |  |  |  |
| Class 9 | Customer | Chapter 5 | Mimic 1 |
|  |  |  |  |
| Class 10 | Product | Chapter 6 |  |
|  |  |  |  |
| Class 11 | Product | Chapter 6 | Mimic 2 |
|  |  |  |  |
| Class 12 | Product | Chapter 7 | Mimic 3 |
|  |  |  |  |
| Class 13 | Product | Chapter 7; Positioning Statement | Positioning Statement |
|  |  |  |  |
| Class 14 | Midterm Exam |  |  |
|  |  |  |  |
| Class 15 | Mimic |  | Mimic 4 |
|  |  |  |  |
| Class 16 | Communications | Chapter 8 | Mimic 5 |
|  |  |  |  |
| Class 17 | Communications | Chapter 8 |  |
|  |  |  |  |
| Class 18 | Communications | Chapter 9 |  |
|  |  |  |  |
| Class 19 | Communications | Chapter 9 | Mimic 6 |
|  |  |  |  |
| Class 20 | Technology | Chapter 10; DSC Assignment | DSC Assignment |
|  |  |  |  |
| Class 21 | Technology | Chapter 10 | Mimic 7 |
|  |  |  |  |
| Class 22 | Technology | Chapter 11 |  |
|  |  |  |  |
| Class 23 | Technology | Chapter 11 | Mimic 8 |
|  |  |  |  |
| Class 24 | Recap | Final Project Setup |  |
|  |  |  |  |
| Class 25 | Final Project | ThronePhones | Group Presentation |
|  |  |  |  |
| Class 26 | Final Project | ThronePhones | Group Presentation |
|  |  |  |  |
| Class 27 | Final Project | ThronePhones | Group Presentation |
|  |  |  |  |
| Class 28 | Final Review | Final Review | Final Review |
|  |  |  |  |
| Class 29 | Final Exams | Final Exams | Final Exams |
|  |  |  |  |
| Class 30 | Final Exams | Final Exams | Final Exams |

**Quizzes**  
Every reading assignment from the textbook has an accompanying quiz. The quiz must be completed before class begins on the day the reading assignment is due.  
  
**Expert Session Lectures**Each of the textbook’s chapters includes an embedded Expert Session video you are to watch. These will be highlighted by the instructor and are an integral part of your assigned reading. It is essential that you have access to the Stukent courseware to complete your work in this course.   
  
**Assignments and Projects**Four projects will be completed through the semester, along with chapter-based assignments. The four projects you will complete include:

*Quibi Case Study*  
Get a closer look at why this “revolutionary” short-form mobile video platform closed its doors six months after launching in April 2020.

*Positioning Agreement*  
Learn how to create a powerful and succinct brand positioning statement.

*Dollar Shave Club Case Study*  
Analyze one of the most successful and disruptive start-ups in recent memory.

*ThronePhones*  
For the final project, you and your classmates will develop a pitch to management to greenlight funding for an exciting new headphone launch.

**Exams**

There will be two exams, a midterm and a final. Exams will cover material from the textbook, material covered in class, and material from Expert Sessions. Exams consist of short-answer (not multiple-choice) questions.