

## Syllabus for Marketing 411

Summer 2005

Monday / Wednesday 6:00 pm - 9:10 pm  
F90, JMHH  
May 18 – June 22

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Instructor: Alex Brown  
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*Appointments:* I can be available 1 hour before and ½ hour after class. If you want to meet me before class, send me an e-mail to this effect. If these times and place do not work for you, we can arrange something else.

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Text: Kotler & Armstrong, *Principles of Marketing*, 10th edition.

The course website is: <http://mktg411-011-s1.blogspot.com/>.

### Course Objectives

This course is concerned with professional marketing analysis, strategy, implementation, and control. In addition to getting some practice at analyzing and making marketing decisions, the course objectives are to help you:

- understand the marketing concept as a basis for general management decision-making and as a framework for analyzing marketing situations. You will be introduced to several behavioral and management science tools and techniques that may be applied to marketing problems;
- understand the basic elements of the marketing program, their underlying conceptual structures and interactions;
- develop analytical skills in defining problems, identifying opportunities, and interpreting their implications for marketing decision-making;
- develop a strong understanding of how the internet is impacting marketing;
- develop practical decision-making skills, see marketing concepts applied in real world management situations, and gain insight as to what marketing managers do.

## **Prerequisites**

There are no *course* prerequisites for this class.

## **Course Organization**

The textbook covers fundamentals of the professional and the ethical application of marketing. Quizzes may be used, at the beginning of class, to cover the material for that class, if I deem necessary. Quiz grades will impact the class participation grade. A midterm exam, and a final exam will be based mostly on the text and in class presentations, material from any videos shown in class may also be included. Other material for the test will be based on your understanding (the mechanics behind) the blog projects.

## **Ethics**

While you are encouraged to discuss the ideas and topics of the course with your fellow students or any marketing practitioners you may know, your productions must be your own. Evidence of plagiarism will result in a formal complaint made to the Office of Student Conduct. This office will then carry forward the investigation into the alleged infraction.

## **Logistics**

Class starts on time, 6:00 p.m. sharp. No *quiz* may be begun after the first five minutes if a quiz is to be used. There are NO make-up quizzes. If you miss a quiz, you miss the opportunity to earn points to class participation.

## **Assignments and Grades**

If you miss the midterm, you may discuss a way to make up the grade with an individual project of some kind (or not; it's up to you) *within 2 weeks*. If you miss the final, in extraordinary circumstances, we can schedule a make-up exam.

### ***Class Participation and Quizzes, 10% of grade total***

Class attendance will be taken for each session. You are required to e-mail me ahead of time if there is a reason you are not able to attend class. Your class participation will be based on your consistent attendance, your participation in class discussions, your presentation of your topic, and the completion of any quizzes.

### ***Two Exams: 50 questions each, 40% of grade total***

Both the midterm and the final exam will be 50 questions and 20% of the total grade each. There will be multiple choice and some T/F questions from the book, lectures, videos, and any other information presented in the course.

Individual Blog Work: Topic Expert, 30% of grade total

Set up your blog, using the blogger platform. Details on how to do this are on the course blog: <http://mktg411-011-s1.blogspot.com/>

Set up your bloglines account, which you will use to subscribe to the course blog, other team member blogs, topic-related blogs and other class-related resources listed under: 'Marketing / Tech. Related Blogs' and 'Corporate / Interesting Feeds'

Your blog should include links, in the template, to each of your team members' blogs, other classmates blogs covering the same theme as you are and other related resources to which you choose to link. (Note: for each blog you link, you are also expected to subscribe via your bloglines account.)

You are responsible for two introductory posts. The first post, to be completed by Wednesday, May 25, should introduce yourself, a brief bio, and a note you are participating in this class. It should include a web link to your current place of work. The second introductory post should establish which topic you are covering for class. This should include a link to the class blog. This should be completed by Monday May 30.

You are responsible for at least one topic-related post 48 hours before the assigned class. You will be required to present this topic in class. Presentation will be 10 minutes.

The remaining two topic-related posts should be published by Monday, June 20. Each post must include a link to the appropriate resource that is being discussed (web-based news article, web-site of particular companies etc.). Note: each post can contain multiple web links. The post must also include the concept that is being addressed from the text, including the page number. A post should be about 200 - 300 words.

You are required to post a minimum of two posts referencing and commenting on posts from blogs listed on this site to which you are subscribed (from the 'Marketing / Tech. Related Blogs' list). These posts must include the permalinks of the blog entries to which you are referencing. (Last day of class: Wednesday June 22)

Each blog must contain at least one new entry per week (although you are not limited to only one entry of course).

Extra credit: an extra 2% will be added to your grade for posts you create on your blog that reference other classmates posts and expand on their post. These posts would include the 'permalink' of the post to which you are referencing.

Extra credit: If you find your blog is in any of the following search engines (google, technorati or feedster), by the last day of class (June 22) e-mail me the URL and I will add another 2%.

Group Blog Work: Assigned Company Analysis 20% of grade

As a team, determine whether you will cover the company (i.e. Coca Cola) or a particular brand (i.e. Diet Coke). This is relevant for Coca Cola, P&G, Dell and Toyota.

Become familiar with either technorati.com or feedster.com, blog search engines. Use these engines to create searches for your team company. Include a link to these searches on your blog template.

Two posts related to your team company. The first post should reflect the company's approach / strategy for the topic of your focus, and your recommendations for its future focus. The second post should link to your team members first team posts and summarize the company's overall marketing strategy with recommendations. (first team post: Wednesday June 15; second team post: Wednesday June 22)

Each student is required to 'comment' 6 times throughout the semester on each team members' or topic-related blog entries. Comments are to be thoughtful responses to the entries posted by the blogger. Each student is also responsible for responding to the comments posted by classmates (and others who may comment) on his / her own blog. If you comment on blogs outside of this class I will ask you to provide me the URLs of the blogs at the end of the course so I can review your comments. Please keep a record of where you comment (specifically the permalinks of the specific entries will be useful). These outside comments can be used as part of the 6 comment requirement..

**Very Important Note:** *You will also be asked to describe (and critique, to the degree that you are comfortable doing so) in a one-page evaluation your fellow group members' contribution to the project. This evaluation will contribute to each participant's final score on the group project.*

Course Performance Summary	
<u>Item</u>	<u>Proportion</u>
Participation	10%
Midterm exam	20%
Individual blog work	30%
Group blog work	20%
Final exam	<u>20%</u>
Total	100%

### **Why are we blogging?**

As I am sure you can see, this class relies pretty heavily on the successful use of blogging. It is important to realize we are using blogging not simply to introduce you to some of the more recent 'innovations' of the web, nor to teach you html (although these may be deemed a positive side effects of the blog projects). We are using blogs as an effective communications tool, that enables you to work well in groups, share information with fellow classmates and team members while also drawing from some of the latest information and insights coming from the internet.

Many recent articles on blogging do suggest that it is becoming a powerful marketing tool. Many of these articles are linked to our course blog (under the header 'Articles on Blogging'). Articles include 'Chief Humanising Officer', which highlights Scobleizer blogging for Microsoft and 'Blogs will Change Your Business', the title being relatively self explanatory. It is clear this is a new medium that is changing the way we communicate with our customers and the way customers are able to communicate with each other. The book 'Cluetrain Manifesto' was the first book to explore this phenomena (pre-blogging) and blogging is now showing how true the cluetrain really can be!

### **Why a news aggregator, why bloglines and why make it public?**

It is true you can read blogs and other sites by simply visiting those sites. We do this everyday as we browse the web. The advantage of using a news aggregator, such as bloglines, only manifests when you have multiple web-sites that you want to keep up with, sites that update their content regularly. Without a news aggregator it will be up to you to visit each site, individually, and determine if there is new content there for you to read. Many such visits may be simply a waste of your valuable time if the site has not been updated since your last visit. Subscribing to these sites, via your news aggregator, such as bloglines, allows you to easily determine when a site has been updated with new content, and thus you only need to make the visit when you determine it is appropriate.

Bloglines itself is the most popular web-based news aggregator, a site you can use from any PC as long as you have an internet connection (useful if traveling and using cybercafes for example). Other features of bloglines that are useful include the ability to mark an entry as 'new', it thus remains to be viewed at a later time. This is great for sites that update rapidly (think of Slashdot.org), a site you may want to check quickly, yet have little time to read important entries. You can return at a more convenient time to read the entry, continue to save it, or trash it at that point.

Bloglines also allows you to make your subscriptions public, for others to view. This is an important part of your class project (that I can see which resources you are subscribed) and thus required.

### **Be confident!**

The hardest aspect of the blog project is getting started and the presumption of complexity. I assure you this project is wonderful for those new to web-site development (i.e. no HTML knowledge) so don't be intimidated by the tasks, embrace the idea that this will be a great way to get your feet wet in developing your first web project!

*Any student who has a need for accommodation based on the impact of a disability should contact me privately to discuss his/her situation as soon as possible. You may e-mail me at alexbr@wharton.upenn.edu.*

## Mktg 411 Calendar\* – Summer 2005

Wed. May 18	Chapter 1
Mon. May 23	Chapter 2 Chapter 3 Chapter 4
Set up of Blog (blogger) and news reader (bloglines)	
Wed. May 25	Chapter 5 Chapter 6 Chapter 7
First introductory post complete	
Mon. May 30	OFF
Second introductory post complete	
Wed. June 1	Chapter 8 Chapter 9 Chapter 10
Mon. June 6	Chapter 11 Chapter 12
Wed. June 8	Midterm exam: chapters 1-12
Mon. June 13	Chapter 13 Chapter 14
Wed. June 15	Chapter 15 Chapter 16 Chapter 17
First company-team post to be completed.	
Mon. June 20	Chapter 18 Chapter 19 Chapter 20
Complete three topic-related posts (one of which must be 48 hours before appropriate chapter)	
Wed. June 22	classtime for discussion on group work final exam
Complete final company-team post.	
Completed two posts referencing material from 'Marketing / Tech. Related Blogs'	

- Schedule may change after midterm depending on the number of group presentations (i.e., size of class).