MARKETING MANAGEMENT (53:630:508)

Professor: Jeffrey Podoshen, Ph.D.
Email: jeffrey.podoshen@rutgers.edu
Phone: 856-986-6295 (call until 9:30pm)

Course Description
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 and Keller 2012, p. 3). This course addresses the management challenges of developing products and services that deliver value by designing the best combination of marketing variables to carry out a firm’s strategy.

The primary objectives of the course are to:
1. Understand basic concepts of marketing strategy;
2. Appreciate the power of these concepts when they are used as guides for understanding business management problems and developing marketing programs;
3. Develop a disciplined approach to the analysis of marketing situations;
4. Hone decision-making skills by making and defending marketing decisions in the context of realistic problem situations with incomplete information; and
5. Make connections between marketing and other areas of business.

Required Materials
The following materials are required for our class:


2. **PharmaSim: The Marketing Management Simulation** by Interpretive Software. 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 ($39.95/each student) at www.interpretive.com no later than **February 1**. After purchase, you will be able to access PharmaSim’s website and all related materials including the PDF “Manual” (100+ pages) that explains the situation the firm is facing as well as simulation procedures. You can either print the manual, order a hard copy to be mailed to you (for around $20), or read the material online.

3. **Cases.** Each student must purchase the cases and Harvard articles for our class at:

   https://cb.hbsp.harvard.edu/cbmp/access/43627244
Grading
Your course grade will be based on the following components:

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<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Case Analyses</td>
<td>35%</td>
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<tr>
<td>PharmaSim Simulation</td>
<td>25%</td>
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<tr>
<td>Discussions</td>
<td>40%</td>
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<tr>
<td>Total</td>
<td>100%</td>
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Final grades:

- 90 and above = A
- 88-89.99 = B+
- 80-87.99 = B
- 70-79.99 = C
- 70> = F

Case Write-ups
We will be analyzing and discussing two cases. The primary purpose of cases is to create a forum for discussing marketing concepts and strategies. Typically, there is not one “right” answer to a case, but there are stronger and weaker marketing recommendations based on stronger or weaker analyses. Choose one of these cases for a full written analysis.

Please see the corresponding instruction sheet on how to complete the case write-ups.

PharmaSim Simulation
You will participate in PharmaSim, a computer simulation. Working in teams, 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 in a dynamic and competitive marketplace.

- Prior to beginning the simulation, your team will prepare a written situation analysis for Allround.
- During the simulation, your team will make marketing decisions for your product.
- After completing the simulation, your team will evaluate your team’s performance and make a short presentation.

Your grade will be based on: (a) a situation analysis that is written as a team; (b) a post-simulation team presentation; and (c) team performance in the simulation. In addition, peer evaluations and instructor assessment of your contributions to the team effort will be factored into your overall grade for the simulation.

The simulation will provide you with a rich opportunity to analyze the market and see the effects of your decisions. Most students find this to be both educational and enjoyable!

Class Discussions
Success in business depends on effective communication. Every class module will involve lively discussion. Quality of participation is important, as is quantity. You will be evaluated on how well
you respond to questions and quality of your analyses including, for example: Do your comments advance our analysis of the situation? Do you back up your point with strong verbal or quantitative analysis? Do your comments build on the discussion of classmates? Do your comments show an understanding of theories, concepts, and analytical frameworks?

Course Policies
Professional conduct in every facet of our course – including punctuality, preparedness, and high-quality papers and participation – is expected. The following standards are in place:

- I am a very accessible faculty member. You are welcome to contact me any time to discuss matters related to our class or other relevant topics.
- You are expected to attend and be on time for all classes. If something comes up (work, family, issue, etc.) please let me know. You can text me if you wish at 856-986-6295 to keep me apprised of any emergency situations.
- Official schedule changes will be announced in class.
- Rutgers University recognizes disability as a component of cultural diversity and fosters an inclusive environment for all members of the university community ([http://learn.camden.rutgers.edu/disability/disabilities.html](http://learn.camden.rutgers.edu/disability/disabilities.html)). 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
Policy found at [http://academicintegrity.rutgers.edu/academic-integrity-at-rutgers](http://academicintegrity.rutgers.edu/academic-integrity-at-rutgers)

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.

Principles of academic integrity require that every Rutgers University student:

- 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 his or her own in a course or other academic activity is produced without the aid of unsanctioned materials or unsanctioned collaboration
- obtain all data or results by ethical means and report them accurately without suppressing any results inconsistent with his or her interpretation or conclusions
- treat all other students in an ethical manner, respecting their integrity and right to pursue their educational goals without interference. This requires that a student neither facilitate academic dishonesty by others nor obstruct their academic progress
- uphold the canons of the ethical or professional code of the profession for which he or she is preparing.

Adherence to these principles is necessary in order to insure 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 in its teaching, research, and scholarship
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. Every member of the University
community therefore bears a responsibility for ensuring that the highest standards of academic
integrity are upheld.

If there are questions on how to comply, please contact me immediately.

Student Code of Conduct
Violations of the Student Code of Conduct are considered serious infractions of student behavior
and subject to penalties relative to the level of the matter. Students may not disturb normal
classroom procedures by distracting or disruptive behavior. Examples of disruptive behavior
include, but are not limited to, the following:

- Repeatedly leaving and entering the classroom without authorization
- Answering cellular phone or allowing pager to beep
- Making loud or distracting noises
- Repeatedly speaking without being recognized, interrupting the instructor or other students,
or otherwise acting in disregard of the instructor’s requests
- Resorting to physical threats or violence directed toward the instructor or other students.*

*Physical threats or violence are a violation of the University’s Code of Student Conduct and
incidents should be referred to the Dean of Students immediately. Please consult “Standards of
Classroom Behavior,” in The University Code of Student Conduct
and the University’s “Policy against Verbal Assault, Defamation and Harassment”
http://studentconduct.rutgers.edu/files/documents/PolicyAgainstVerbalAssault.pdf  for further
information.

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.