

American University of Central Asia
Masters of Business Administration

Syllabus
MBA – Marketing Management

Course Number: 561.1
Number of Credits: 3
Prerequisites: None

Course Goals or Purposes: To learn the basic tools, methods, and processes of marketing in organizations.

Course Description:

Marketing is a core function of any organization, be it a business, NGO, school, or even a government agency. It is through marketing that we learn about customer needs, identify solutions, and capture value. Sophisticated businesses today realize that they must define themselves not by what they make, but by the benefits they deliver to customers.

Using the *What is Marketing* textbook, case studies, articles, videos, and guest speakers, the course will provide an introduction to the fundamental concepts of marketing that will be of value to all managers. Students will then be able to go into additional depth through other courses, self-study, and on-the-job training.

A well-established discipline, Marketing has formulas and frameworks that we will study in the class. We will learn about the five C's – customers, company, competitors, collaboration, and context – and the four P's – pricing, product/service, promotion, placement/distribution. We will learn basic quantitative tools for making marketing decisions, including market size, profit margin calculation, breakeven analysis, churn rates, and pricing methods. We will explore key marketing concepts, including product positioning, new product introduction, advertising, the product life cycle, ethics, and customer relationship management.

It is difficult to market a product or service without some understanding of the selling process. We will look at basic sales models and explore what motivates customers to make a purchase decision.

In the last 10 years, marketing has been transformed by widespread access to the Internet. We will explore digital marketing and how social media have empowered the customer to promote products they love and destroy products that fail them.

Course Objective: The goal of the course is to give all students a grounding in the basics of marketing. By the end of the course students should be familiar with all of the core concepts in marketing, and able to use the most common decision support tools.

Course Student Learning Outcomes:

1. Be able to define the common marketing concepts and use them to develop a marketing strategy.
 - a. Measured through discussions, projects, and examinations.
2. Know how to use the basic mathematical tools of marketing for decision support.
 - a. Measured through assignments and in-class questioning.
3. Know how to take advantage of social media for marketing purposes.
 - a. Evaluated through discussions and projects.
4. Have a general understanding of the role, elements, and functioning of a marketing department in an organization.

Red Cards

Each student will be given a Red Card. Instructions on how to use the Card will be provided in the first session.

Final Paper and Presentation

Students will prepare a marketing strategy for an existing product this in or entering the Central Asian market. The report and presentation will be due on the last day of class. Students need to submit their idea for a product or service to analyze to the professor by the end of the third class. Students may work collaboratively, but each student is responsible for submitting a paper and presentation for a product or service that no other student is doing. The paper and presentation will be worth 40 points.

Academic Dishonesty:

As defined, academic dishonesty is a "failure to maintain academic integrity" Failing to maintain academic integrity includes obtaining or giving help on an examination, doing work for another student, and plagiarism.

Plagiarism is a serious issue in academic settings. There is a general rule for avoiding plagiarism: never attempt to pass off another's work as your own. More specific guidelines are:

- Do not copy words from any source without quoting and citing that source. The quotation should be reproduced in the exact manner in which the quote is taken.
- Do not use the ideas, concepts or opinions from any source without citing that source. Included are key terms, technical concepts and original views.
- Paraphrasing is acceptable; however, one must take care to cite the source and not misrepresent the original thesis. Paraphrasing often is the area in which most charges of plagiarism result.

Students are expected to maintain high ethical standards in all their courses. All cases of academic dishonesty will result in a failing grade and will be referred to the Chair, Business Administration department for administrative review.

Academic Policies:

Academic Policies are not course specific and therefore are created and maintained separately from this syllabus. One may examine AUCA Academic Policies in the AUCA Catalog.

A grade of Incomplete may be awarded at the discretion of the instructor when a student can demonstrate strong reasons why they were not able to complete the course on time. “Strong reasons” can include, for example, documented medical issues or family emergencies. The student will then be given another semester to complete the requirements of the course. If the student is not able to complete the course by that time, he or she will receive an “F.”

Required Course Materials

Additional materials will be assigned in class.

Item	Author(s)	Reference
1	Alvin J. Silk	<i>What is Marketing</i> , 2006, Harvard Business School Press

Suggested Additional Readings

Item	Author(s)	Reference
1	Philip T. Kotler and Kevin Lane Keller,	<i>Marketing Management</i> , Prentice Hall
3	Daniel H. Pink	<i>To Sell is Human</i> , 2012, Riverhead Books
4		<i>On Strategic Marketing</i> , 2013, Harvard Business School Press
5	Malcolm Gladwell	<i>The Tipping Point</i> , 2001, Back Bay Books
6	Alex Osterwalder and Yves Pigneur	<i>Business Model Generation</i> , 2010, Wiley <i>Value Proposition Design</i> , 2014, Wiley

Course Policies

Issue	Policy
Websites	The course will has a website with a current schedule of topics, speakers and assignments: feareys.wix.com/marketing We will use a private Facebook group – AUCA Marketing – for discussion and sharing news. All students are expect to request access to the Facebook group and to participate in discussions.
Changes	The course instructors reserve the right to modify any and all portions of this syllabus at any time during the period of the course. Any modifications will be communicated in writing to students.
Submission of assignments	Written assignments are to be completed in APA style Format – <i>Publication Manual of the American Psychological Association (Copies are available at BF 76.7 P83 2010 – this is the 6th ed)</i> Assignments are to be submitted online through e-course or as specified by Professor.

Grading

The grading of students has three goals:

1. To give students feedback on whether or not they are learning the material.
2. To give the instructors feedback on whether or not their instructional methods are working.
3. To provide potential employers and graduate schools with evidence of student competency.

Grade Component	Percent
Participation	40
Assignments	20
Final Team Paper and Presentation	40
Extra Credit Assignment	Up to 3 points
Total	100%

Overall Course Grading

The grading scale, which is standard in the Business Administration department, is as follows:

A	100 - 93	C	76 - 73
A-	92 - 90	C-	72 - 70
B+	89 - 87	D+	69 - 67
B	86 - 83	D	66 - 63
B-	82 - 80	D-	62 - 60
C+	79 - 77	F	59 - 0

The grade of **C** implies a student's performance is "satisfactory." This represents a student that has understood the subject material, shows reasonable competence, and conforms to the minimum requirements.

The grade of **B** represents "good scholarship." This identifies a student that has performed at a higher than satisfactory level, exhibits proficient use of course related terminology, and deals with challenging topics.

The grade of **A** represents "outstanding scholarship." This is reserved for those students that have shown distinction in their performance, advance the general understanding of the material, and apply both terminology and principles in completing course related assignments.

In order to receive full credit, assigned work must be submitted before the scheduled submission deadline. Therefore, students keeping up with the course work and submitting assignments on time is essential. *Late assignments will not be accepted for grading.* If commitments make submitting assignments on schedule impossible, students must consult with the professor in advance to make other arrangements.

Office hours and contacting your professor

To contact the professors, use the available office hours, e-mail or speak with the Business Administration office manager. See the course website for contact details for the instructor.

Tentative Schedule with due dates for assignments

The exact topics and sessions are likely to change as the course progresses. The instructor will notify you about changes. Unless indicated otherwise, assignments will be posted on feareys.wix.com/marketing in advance of the class. Class presentations will be added to the site after the class. Some materials will be marked as optional. Do NOT use this syllabus to get class assignments.

Session	Date	Topic	Speakers	Assignments for the Class
1	Oct. 27	<ul style="list-style-type: none"> • Introductions, course goals • Business Model Canvas • The Marketing Process Framework 		
2	Nov. 3	<ul style="list-style-type: none"> • Marketing Math 		“What is Marketing” Chapters 1,2 and appendix to 1 Clorox: Combat Advertising Strategy (A) Draw organization chart for marketing in your organization (pass/fail) Ted Levitt, Marketing Myopia article Post six products on the Facebook group site.
		<ul style="list-style-type: none"> • Understanding Customer Behavior • Clorox: Combat (A) case study on advertising strategy development 		
3	Nov. 10	<ul style="list-style-type: none"> • Secrets of Persuasion, Robert Cialdini • Segmenting Markets, Targeting 		Chapters 3, 4 in the text Clorox: Combat (B), (C) Watch Happiness in Pasta Sauces on YouTube, by Malcolm Gladwell
		<ul style="list-style-type: none"> • Positioning Products vs the Competition 		
4	Nov. 17	<ul style="list-style-type: none"> • Capturing Market Share at Megacom 	Ms. Jyldyz Karatalova	Chapters 5, 6 in the text Clorox: Combat (D), (E) Submit your product for marketing strategy paper
		<ul style="list-style-type: none"> • Mid-term Exam • Clorox: Combat, Designing an ad campaign 		
5	Nov. 24	<ul style="list-style-type: none"> • Using marketing to overcome rising costs of materials, the Share-a-Coke campaign. 	Mr. Emil Alasgarov, Coca-Cola	Prepare Coca-Cola Happiness Machine case study. Watch Crossing the Chasm video by Geoff Moore. Read chapters 5, 6 in the text
		<ul style="list-style-type: none"> • Coke Happiness Machine case study • Crossing the Chasm 		

		<ul style="list-style-type: none"> • Clorox: Combat (F) measuring outcomes 		
6	Dec. 1	<ul style="list-style-type: none"> • Digital Marketing • Web Analytics 	Edil Adjibaev, picVpic.com	Chapter 7 in the text Watch video on social media campaign by Turkish Airlines
		<ul style="list-style-type: none"> • Using social media • The role of pricing in marketing strategy 		
7	Dec. 8	<ul style="list-style-type: none"> • Sales 	Arslan Isakov, Avon Products	Chapters 8, 9 in the text
		<ul style="list-style-type: none"> • Customer Relationship Management • Lifetime Customer Value 		
8	Dec. 15	<ul style="list-style-type: none"> • Student presentation on their product strategies 		Submit team marketing plans in class Extra credit assignment due on December 19: write a thoughtful "This I Believe" essay following the guidelines on their website.