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1-2015

### BMKT 291.01: Special Topics - Marketing Careers - Overview of Marketing

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## BMKT 291: Overview of Marketing Spring 2015

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**Professor Mohr**

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**Office:** GBB 306

**email:** [jakki.mohr@business.umt.edu](mailto:jakki.mohr@business.umt.edu)

**Classroom:** GBB 122

**Times:** Mondays: 2:10-3:30

**web site:** [www.business.umt.edu/faculty/mohr](http://www.business.umt.edu/faculty/mohr)

**Office Hours:** Tuesday, 1:30-3:30; Wednesday, 2:30-3:30, or by appointment

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**Required Text:** None. Useful resource: <http://teachthe4ps.com/>

**Required Readings:** Will be available on Moodle. (see list at end of tentative schedule)

**Learning Goals:** The purpose of this course is to acquaint students with the field of marketing. Students will learn about:

- how to develop marketing strategies, including understanding customers, competitors, industry trends, setting objectives, formulating and executing marketing strategies, evaluating outcomes—in essence, how the various aspects of marketing are used synergistically to deliver a coherent, successful strategy
- trends in marketing
- how marketing differs across various industries and contexts (consumer products, professional services, non-profits, business-to-business markets, technology, healthcare, etc.).
- how marketing personnel interact with other managers and partners to develop, execute, and evaluate marketing plans

The objective is to ensure that students who select marketing as their major have a solid understanding of how marketing strategies are developed, how they are evaluated, and the necessary skills effective marketers must possess.

**Learning Outcomes:**

- Demonstrate proficiency in the various dimensions of marketing, particularly as they relate to achieving marketing objectives; for example, understand how sales works with marketing communications, and how research is used in strategy development
- Exhibit knowledge of key trends in marketing, such as multi-channel marketing, marketing (data) science, mobile/digital marketing platforms and how those affect marketing goals, strategies, and tactics
- Demonstrate ability to conduct "due diligence" on a company, competitors, customers, and industry resources
- Evaluate common themes related to success in marketing

**Course Pre-requisites:** The only pre-requisites for this course are (1) a positive attitude and (2) active, engaged behavior. I expect that you will come to class on time, prepared in advance with the relevant readings/assignments, free from distractions (cell phones put away), ready to interact with your classmates, with me, and with the speakers in a productive fashion. If you find that you cannot meet these basic expectations, please examine the underlying reasons and your commitment to this course.

**Course Requirements:** Course requirements are geared for a one-credit sophomore level course. The expected workload is an average of 1-2 hours outside of class each week.

Attendance	25%
Speaker prep & evaluation	25%
Marketing assignment	25%
Final exam	25%
	<b>100%</b>

**Professionalism** – Students are preparing to become business professionals, and professional behavior is expected at all times. Students are expected to abide by the [SoBA Code of Professional Conduct](http://www.business.umd.edu/Soba/SoBAethics/CodeofProfessionalConduct.aspx) (found online at <http://www.business.umd.edu/Soba/SoBAethics/CodeofProfessionalConduct.aspx>). Treat class sessions like business meetings. Please be respectful of our speakers! Remain in the class for the duration of class time (no in and out or leaving early); do not text or use your phones; be an active listener and participant.

**Attendance- 100 points.** The primary class content will come from speaker presentations during class; therefore, you must be present (physically and mentally) in order to gain the relevant knowledge and to have the type of experience that speaker interaction allows. Attendance will be taken each class period when class starts (i.e., don't be late—see above course pre-requisites). Also, if you are “distracted” during class, you will be unable to earn the full points for attendance. More than one class absence will result in this portion of your grade being reduced by 7 points per missed class (100 points/15 periods = 6.67 points per class).

**Final Exam – 100 points.** The exam during finals week will be a graded self-reflection (essay) about what you have learned from the class—what are the major themes that have emerged about success in marketing strategies. It will be cumulative. More details will be given at the mid-point of the semester.

**Tuesday, May 13<sup>th</sup>, 3:20-5:20 \* No late exam or make-up exam will be given. \* \***

**Speaker prep (“due diligence”) and post-speaker reflection/evaluation- 100 points:** In order to be an engaged audience, students will complete two (2) pre-speaker “due diligence” research assignments and two (2) post-speaker analysis/reflection assignments (25 points each). You must select at least two of these assignments to complete by March 27. Any mix-and-match combination of speakers pre/post is okay, as long as two are completed by March 27. If you would like to manage the thank you note (on behalf of Professor Mohr and the class), I would entertain counting that as a post-speaker reflection. These will be first come/first serve and must be written by Friday noon after the speaker presents.

**Pre-speaker “due diligence” assignments** (on the person, their company, their competitors, their customers, their marketing strategy, and their industry—about 1-2 pages) are due **one week prior to that speaker** (i.e., no later than 2:10 the prior Monday). Electronic submission (Word document via

email) is preferred. (Please keep a copy of all your work and your emails.) No late work accepted. These pre-speaker assignments will be shared with your classmates on Moodle and with the speaker.

Expected deliverables include a summary of:

- \* the speaker's company and its approach to marketing: customers, competitors, products, advertising/promotional approach, etc. (33% emphasis in write-up)
- \* the speaker's industry: industry trade associations, trade journals, competitors, trends, etc. (another 33%)
- \* three thoughtful questions for the speaker that reflect this advance preparation. I will grade your preparation based on how well the questions reflect the advance research you did. Three "generic" questions that you could ask anyone are not sufficient. (33%). If time permits, please ask these questions during or after class.

**Post-Speaker Reflection:** must be turned in no later than the Monday following the speaker's presentation (2:00 in class), but preferably by Friday 5:00 p.m. of the week the speaker presented – about 1 page / Reflect on what you learned from the speaker: what are the most important traits and tools for a marketing person to be successful in that position and/or for a company's marketing strategy to be effective? In addition, please offer two bullet points (2-3 sentences each) about the most significant, interesting, meaningful aspects of the presentation. Please tell me WHY what you wrote was significant/ interesting/ meaningful to you. This is a GRADED assignment, so please don't be superficial or write just anything that comes to mind. Thank you.

Grading criteria: (1) Excellent writing skills; (2) Quality of research/quality of questions (thoughtfulness) –or- Quality of insights/elaboration on speaker presentation (reflection, not a description/summary)

**Marketing assignment- 100 points:** Students will select a marketing assignment from the attached list to complete during the semester. There are two possible due dates for these assignments: either March 23 or April 27. Please select whichever due date works better for your schedule. I will pass a sign-up sheet the second week of class for you to commit to one of these due dates. This is a commitment—please demonstrate responsibility and do not sign up for a date that you cannot keep.

**Extra Credit (25 points):** Invariably, students ask me at the end of the semester what they can do for extra credit. You may turn in ONE extra credit opportunity during the semester: attend an outside speaker presentation on campus and conduct both a pre-speaker research AND post-speaker assessment. This is the only opportunity for extra credit, so please don't put yourself in an awkward position by even asking for something else—it is not fair to me or your peers.

**Code of Conduct:** All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. It is the student's obligation to be familiar with the [Student Conduct Code](http://www.umd.edu/vpsa/policies/student_conduct.php) (found online at [http://www.umd.edu/vpsa/policies/student\\_conduct.php](http://www.umd.edu/vpsa/policies/student_conduct.php)), especially as it pertains to academic misconduct (cheating, plagiarism, etc.). Please note that it is a form of academic misconduct to submit work that was previously used in another course.

**Handling e-mail communication:** Feedback from recruiters and others (including an article in the *Wall Street Journal*) indicates that students need more practice in writing professional e-mail messages. As a result (and consistent with policies established in BMIS 270), I expect all of your email correspondence to be professionally appropriate and grammatically correct (including proper punctuation, capitalization, spelling, etc.) The University requires that we email students at a university email address (no personal accounts). I respond to all email messages I receive *during the work week*. If you need a response to an issue faster than I can get to it on email, please feel free to reach me at my office: 243-2920 or stop by.

**Final Grades:** Plus/Minus grading will be used for final grades on the following scale.

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

**Disability Services for Students** -- Students with disabilities will receive reasonable modifications in this course. The student's responsibilities are to request them from me with sufficient advance notice and to be prepared to provide official verification of disability and its impact from Disability Services for Students. Please speak with me after class or during my office hours to discuss the details. For more information, visit the website for the office of [Disability Services for Students](http://www.umt.edu/dss/) (found online at <http://www.umt.edu/dss/>).

**Tentative Course Outline:** **Topic/Article**

Mon Jan. 26 Introductions, survey, and partnering up

Mon Feb 2 Discuss assigned readings  
Presentation by UM Marketing Club/AMA

Mon. Feb 9 Speaker #1: Holly Biehl, How marketing strategy works in the Non-profit arena  
(JM gone Feb 6-13)

Wednesday Feb. 11: Optional EC Outside Speaker:  
Bjorn Nabozney, co-founder Big Sky Brewing.  
9:40-11:00 and 11:10-12:30, GBB 122 (Principles of Marketing)

Mon Feb. 16 No class—President's Day

Mon Feb. 23 Speaker #2: Ed Stalling, Using Market Research to Develop Marketing Strategy

Mon Mar 2 Speaker #3:

Mon Mar 9 Speaker #4:

Mon Mar 16 Speaker debrief/ reading assignment

Tuesday, Mar 17 Optional (EC) Outside speaker: Vice President of Environmental Affairs at Staples, Mark Buckley  
 “The Circular Economy: Waste As a Resource”  
 (day or evening lectures open)

Mon Mar 23 Speaker #5  
**First marketing assignment due (for those who signed up for this date)**

Mon March 30 **No class - Spring Break**

Mon Apr 6 Speaker #6

Mon Apr 13 Speaker #7:

Mon Apr 20 Speaker #8:

Mon Apr 27 Speaker #9:  
**Second marketing assignment due (for those who signed up for this date)**

Mon May 4 Speaker de-brief/integrate/synthesize Reading #4  
 Get Exam prompt; course evaluations

**Final Exam Due: Monday, May 11, 3:20-5:20**  
**Take-Home essay due today.**  
**No late exams will be accepted.**

**Invited Speakers:**

Patrick Marzullo Advertising Account Executive, Wieden and Kennedy (Portland)

Michelle Huie, Development of Product Strategy in Pharmaceuticals and Translating that Strategy into a Sales Strategy

Kari Dilloo: The Role of Public Relations and Consumer StoryTelling in Creating a Brand (former Microsoft Executive, now at Real Estate Start-up RedFin)

Ken Quinn, Possible Worldwide: Generating Company Insights to Develop Brand Strategy

Stacy Kendrick Account Executive, PartnersCreative

Eric Sprunk, COO, Nike and/or Stefanie Strack, GM Men’s Running, N. A., Nike

David McNabb, The Role of Financial Analysis in Designing Trade Marketing Strategy for Consumer Products Sales

**Other:** Financial services, retail, fashion, digital marketing

**Other Outside (EC) Speakers:**

**Elixiter:** online demand generation/sales funnel marketing software

**American Marketing Association:**

**Entrepreneurship Club:**

**Assigned Readings:**

#1: Overview of Marketing – Jakki Mohr

#2: The Six Ingredients that Make the Right Marketing Candidate, Marketing News, January 2015.

#3: So we are all marketers now

[https://www.mckinseyquarterly.com/Were\\_all\\_marketers\\_now\\_2834](https://www.mckinseyquarterly.com/Were_all_marketers_now_2834)

#4: Digital marketing skills gap [http://www.nytimes.com/2011/10/31/business/media/ad-companies-face-a-widening-talent-gap.html?\\_r=3&nl=todaysheadlines&emc=tha26](http://www.nytimes.com/2011/10/31/business/media/ad-companies-face-a-widening-talent-gap.html?_r=3&nl=todaysheadlines&emc=tha26)

#5: Forbes: best/worst jobs

<http://www.forbes.com/sites/stevedenning/2011/08/11/think-your-job-is-bad-try-one-of-these/>

### **School of Business Administration Mission Statement and Assurance of Learning**

The University of Montana’s School of Business Administration enhances lives and benefits society by providing a world-class business education in a supportive, collegial environment.

We accomplish this mission by acting on our shared core values of creating significant experiences, building relationships, teaching and researching relevant topics, behaving ethically, and inspiring individuals to thrive.

As part of our assessment process, the School of Business Administration has adopted the following learning goals and objectives for our undergraduate students:

Learning Goal 1: SoBA graduates will possess fundamental business knowledge.

Learning Goal 2: SoBA graduates will be able to integrate business knowledge from several of the functional areas of business.

Learning Goal 3: SoBA graduates will be effective communicators, with the demonstrated ability to write effectively and to deliver quality oral presentations.

Learning Goal 4: SoBA graduates will possess problem solving skills, leveraging both quantitative tools and qualitative frameworks and logic, as well as use of appropriate metrics to assess success of business strategies.

Learning Goal 5: SoBA graduates will have an ethical awareness, with the ability to recognize potential ethical dilemmas in a business situation and to identify the consequences of different ethical perspectives when applied to an ethical dilemma in a business situation.

Learning Goal 6: SoBA graduates will be proficient users of technology, including understanding the role of technology in creating business innovations and competitive advantage.

Learning Goal 7: SoBA graduates will understand the global business environment in which they operate.

## Marketing Assignment; BMKT 291

**This exercise is designed to encourage you to explore the field of marketing in terms of trends, information, resources, etc.** My expectation is that you will spend at least one hour minimum doing the project (i.e., conducting research, having an informational interview,) and then spend at least another hour *reflecting on the learning* you gained from that 1-hour experience in order to write a thoughtful paper.

Then, write up a 3-4 page summary of the *insights you gained* (which you will turn in for a grade). Papers should be typewritten, 12-point font, double-spaced; the pages should be numbered, starting page 1 with the first full page of text.

Please allow ample time to complete these assignments; many will require approximately 2-3 weeks of planning to get scheduled.

**Possible Due Dates:** Either March 23 or April 27. I will pass a sign-up sheet in class during the second week, for each student to sign-up for a date. Once you have committed to that topic/due date, you may not change it. Please select whichever due date works better for your schedule.

**\* \* No late papers will be accepted. \* \***

**Options to Choose From:** (Choose one of the following)

1. Marketing resources: Research three marketing industry associations by perusing their websites. Assess what the cutting-edge issues and trends are based on what information they offer. In your write-up, offer a *thoughtful integration* of what you have learned about marketing. Be sure to provide a Source/References page in your write-up.

Here is but a small sampling of these associations to get you started:

American Marketing Association – [www.marketingpower.com](http://www.marketingpower.com)

Direct Marketing Education Foundation – [www.directmarketingworks.org](http://www.directmarketingworks.org)

Marketing Research Association,

Word of Mouth Marketing Association

Services Marketing Association

Interactive (online) Advertising Bureau -

High-Tech Connect,

Find others at: <http://www.knowthis.com/marketing-lists/marketing-groups-and-meetings/trade-and-professional-marketing-associations-and-groups/>

2, Marketing opportunities: Research three possible marketing positions; *reflect thoughtfully* on the insights you have gained from doing this exercise. How do these various marketing professionals contribute to successful marketing strategies? What are the skills and traits necessary for success? Be sure to provide a Source/References page in your write-up so I know how thorough your research was.



3. Interview a marketing professional: Find a marketing professional; schedule and *responsibly prepare* to conduct an interview with this person. In your write-up, please summarize for me what you did to prepare responsibly for the interview (i.e., do some research on this!) and the questions you designed in advance. Please provide a *thoughtful* analysis of what you learned about the development of successful marketing strategy (including challenges, obstacles, and traits for success).

4. Create your own marketing assignment: Turn in a 1-paragraph proposal no later than February 4 of what you would like to do for this assignment. I will approve it and get back to you. Be sure your proposal includes what you will write-up for me to grade (follow the form/style of the above 4 assignments). (Ideas: Attend a marketing Webinar; attend a marketing conference; read an interesting trade book about marketing – see the best marketing books lists online; I like the one at [http://themarketingfoundation.org/berry\\_winners.html](http://themarketingfoundation.org/berry_winners.html); join the student Marketing Club for the semester, take the Campbell Interest and Skill Survey to assess possible careers and job titles, etc.).

**Grading Criteria (100 points possible)**

Conscientiousness in doing the research as conveyed in your write-up

Insightfulness in reflecting on what you learned about marketing (KEY!)

Quality of writing skills (professional communication, correct grammar, etc.)

(It's not an A paper without A writing skills)

Appropriate citing of resources

**#1: Feb. 9: Holly Biehl, Communications Manager, Five Valley Land Trust**

“My job is to plan and coordinate all of our marketing efforts and to organize our fundraising events and appeals. I work with the Development Director and Operations Director to strategize and budget, but then I make sure everything gets done. Lots of emails, phone calls, and juggling many balls!”

Holly grew up in the San Francisco Bay area, but her love of the West and the great outdoors was fueled by annual visits to the Wyoming ranch where her parents met, as well as countless road trips to visit her family in Colorado. Holly returned to Colorado to earn Bachelor of Arts degrees in Art History and Modern Dance from the University of Colorado at Boulder. After graduation, Holly moved to San Francisco to take a position with Dance Magazine that led to a four-year tenure at Lonely Planet Publications in sales and marketing. Missing the mountains, Holly jumped at the chance to work for American Prairie Foundation in Bozeman. Realizing that her passion was in the business of non-profits, Holly enrolled in the MBA program at the University of Montana. Her experiences in the MBA program included an internship with Five Valleys Land Trust where she fell in love with the organization and its mission.

Five Valleys Land Trust is a non-profit, conservation organization founded in 1972 whose mission is to protect and preserve western Montana’s natural legacy—our river corridors, wildlife habitat, agricultural lands, and scenic open spaces. We work with private landowners, public agencies and local citizens to protect these values for generations to come.



