**Course Description**
This course develops an appreciation for the complexities of establishing and implementing marketing strategies in both domestic and international economies. Areas of study include consumer behavior, marketing research, ethical marketing practices, products/services, branding and packaging, channels of distribution, and pricing and promotions in public and private sectors.

**Course Prerequisites** - Junior standing; ECON 201 and ECON 202

**Course Objectives**
The purpose of this course is to introduce students to marketing. Emphasis is placed on analysis, development, and implementation of marketing strategy and tactics. The coursework will apply concepts and hone skills necessary for marketing decision-making as well as illustrate how various decision-making concepts and tools apply to actual business situations. The goal of this course is to develop a disciplined process for addressing marketing issues and problems in a variety of settings and integrate knowledge acquired in marketing and other business courses.

The course work will emphasize eight inter-linked elements fundamental to all marketing decisions. These elements serve as a structure for strategic and tactical analysis of an organization’s opportunities and problems and are important in identifying levers for growth. The elements will also enable you to deal with complex marketing/business issues that often have several possible resolutions and rarely have a clear right or wrong answer.

Marketing is mostly an “art”, but one that requires you to have qualitative and quantitative analytical skills to succeed. The assignments for the course will consistently reinforce and build these skills.

**Course Format**
The course uses the case method. Most sessions will require the preparation of a case accompanied by textual readings. The case will be discussed thoroughly in class. Each case will emphasize a marketing element but the linkages inherent in the elements will be stressed as well. The assignment schedule attached indicates that most case classes will be followed by a discussion of the related textual readings and provide additional depth to the previous case analysis.
The case method of study puts a high demand on you to prepare and participate. Its strength is in providing a format for you to learn from the insights and points of view of your classmates. It also helps you understand that difficult business decisions require clear analysis but often demand reasonable assumptions be made in the face of uncertainty and risk. It is a powerful way for you to learn from “doing”.

You will be expected to prepare for class in a thorough way and you will be called upon to participate in the discussion. A minimum of an hour is usually required to prepare a case and I strongly urge you to discuss your thinking and analysis with a group of your classmates prior to class.

**Grade**

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<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Class participation</td>
<td>30%</td>
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<tr>
<td>Mid-Term exam</td>
<td>15%</td>
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<tr>
<td>Final</td>
<td>25%</td>
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<tr>
<td>Project/Plan</td>
<td>15%</td>
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<tr>
<td>Discretionary</td>
<td>15%</td>
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**Textbook**


Kerin, Peterson – *Strategic Marketing Concepts* - *(please buy a used version of this book – edition 9, 10, 11, or 12. It is available through Amazon. We will use the cases in this book and this is an inexpensive way to obtain them)*

**Handouts**

Accompanying this note you should have:
- Case and readings schedule

At the first class you will be given:
- Jim’s Marketing Wheel
- Note on Economic Analysis
- Note to the student on case method instruction

**Professionalism**

You are expected to attend all classes, come prepared, arrive on time, keep your phone off and away, leave only at the end of the session, and show respect to your classmates by listening when they are speaking.

You may miss up to three classes without penalty. After three absences, you will be penalized the equivalent of five grade points for each additional absence.
This means that if you would have received an “A”, with four absences, you will receive an “A-“. With five, you will receive a B+, and so on.

**Special Accommodations**
If you have been approved to receive accommodations through SNAP services, please let me know and we will arrange a time to discuss your specific needs.

**Honor Code**
You are expected to adhere to the College of Charleston’s Honor System.

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**Jim Kindley  Adjunct Professor, Marketing**

Mr. Kindley has been a Senior Lecturer of Marketing in the Cox School of Business at SMU in Dallas since 1996. He has taught marketing fundamentals, marketing strategy and implementation, and innovation courses to undergraduates, MBA students, and executives.

Mr. Kindley has been a group product manager at Rubbermaid, vice president of marketing at Bissell, vice president of marketing at Williamson-Dickie Manufacturing Co., president of American Designer Pottery, and has participated in several start-up businesses. He is currently a partner in Know/Go NPD, a firm that focuses on helping companies improve their capabilities to develop successful new products. He also provides creative services for consumer products firms.

Mr. Kindley serves on the board of directors of the Williamson-Dickie Mfg. Co. and is an advisor to several small businesses.

Mr. Kindley has an MBA from Harvard, a MS in Product Design from Illinois Institute of Technology, and a BS in Industrial Design from Georgia Tech.
Marketing 302 Kindley
Textbook: Kerin, Hartley, Rudelius Marketing edition 10
Case assignments are from Kerin, Peterson Strategic Marketing Problems Edition 8,9,10, 11, or 12

Reading and Case Assignments and Study Questions
Wednesday 5:30 to 8:15

Class Discussion Topics listed in italics above due dates.

Class Jan 11 Introduction The Inter-linked Marketing Elements
Marketing Economics – in-class handout

Decision making and case analysis
Read: pages 4-19; 34-45
Fenix del sur - Case to be prepared and discussed in class

Understanding Buyers and Markets Market research and opportunity analysis
Jan 18 Read: 66-80; 195-219
South Delaware Coors
Determine the breakeven fixed costs for the distributorship
Decide what market research studies are needed

Voice of the Customer Consumer Behavior
Jan 25 Read: pages 50 – 63 The Marketing Plan
Marketing Plan Project to be assigned
Parvaderm Corporation
Should the aerosol concept be pursued further?
What are the economics of the package sizes?
What incremental contribution can be expected based on the forecasts?
Should the test market be pursued? Why? Why not?
What action do you recommend?

Feb 1 Read: pages 112-134
Zoecon
How would you characterize the Premise Insecticide Market?
How do insect growth regulators fit each segment?
What has been learned from the Strike Roach Ender test?
What are pros and cons of the options available for Zoecon?

Marketing Strategy STP
Feb 8 Read: pages 222-240
Jones Blair Corporation
How might Jones Blair’s market area be segmented?
Which segments are opportunities for JB?
What is JB’s competitive position?
What strategies are appropriate for JB’s opportunities?

Feb 10   EXAM

Product and Service Strategy and Brand Management
Feb 15   Read: 270-292

Proctor and Gamble Scope
What significant changes have occurred in Canadian mouthwash market?
Evaluate Scope’s performance in the last three years
What are pros and cons of options available for Scope?
Prepare a marketing plan for the coming year.

Product Development and Innovation
Feb 22   Read: 247-263

Rayovac Corporation
Assess the rechargeable market opportunity for Rayovac. Is it an opportunity?
What strategy should the company pursue if it chooses to enter this market?
Evaluate the risks of each option.
Create a marketing plan for the rechargeable launch.

Marketing Tactics – Integrated Marketing Communications, Communicating Value
Feb 29   Read: 458 - 477

Cadbury Crush
Characterize the carbonated soft drink industry in the US
Describe the changes in the orange category – 85 to 89
What is Cadbury’s position in the industry? The orange category?
What is your recommendation for positioning Crush?
What objectives should be set for the advertising and promotion program?
How much should be spent for each?
Prepare a pro forma income statement incorporating your recommendations.

Spring Break
Distribution – “place” channel strategy
Mar 14 Read: Pages 380-399
Goodyear Tire and Rubber
Characterize the competitive environment in the tire industry in 1991
What is Goodyear’s position?
Why has Goodyear maintained its distribution network as is?
What are the important considerations for the Sears decision?
What brands and models should be sold through Sears, if GY decides to do so?

Pricing Strategies and Tactics
Mar 20
Read: 320 – 334
Augustine Medical
How should the Bair Hugger system be positioned against its competitors?
What factors will influence the market potential for the system?
What are the relevant costs for patient warming?
What should the pricing objectives and strategies be for the system?
What list price to hospitals would you charge and what is the profit impact?
What is the long run profit impact of your pricing decision?

Mar 28 Read 346 - 365
Retrovir Burroughs
Characterize the R&D efforts to develop Retrovir
What arguments can be made to justify the pricing of Retrovir?
What arguments can be made for lower pricing?
How profitable has Retrovir been for Burroughs?
Should Burroughs reduce the price? Why? Why not?

Integrated Marketing Communications and Sales
April 4 Read: 520 - 541
Bates Manor Furniture A and B

Forecasting and Budgeting
Read: 484 - 513
April 10  Pharmacia & Upjohn: Rogaine Hair Regrowth Treatment
1. Why do people use balding treatments?
2. How effective is Rogaine and for whom?
3. How will the buying process change for the OTC version?
4. Explain the US sales performance through 1995 from 89. Did Rogaine maximize sales?
5. Is $1 billion in sales for Rogaine in five years realistic? What is?
6. Will the marketing strategy need to be modified? How?

Social media and marketing
April 17  (case TBD)  Read: 548 - 565

Global Marketing
Read: 570 - 594

April 19  Chevrolet Europe.
Characterize the European passenger car market in early 2004. What is GM’s competitive position?
Define the Daewoo Brand.
How will conversion from Daewoo to Chevrolet affect its position?
Segment the European new passenger car market. What segment(s) should Chevrolet target? Why
Craft a positioning statement for Chevrolet in Europe.

April 19  Project Due

EXAM  TBD

(Other cases that may be substituted for above)

Kraft Foods  the coffee pod launch
Evaluate the Canadian opportunity for coffee pods.
Should Kraft proceed with the simultaneous launch? Why or why not?
What do we know about the potential customers?
What don’t we know?

Frito Lay Sun Chips
Describe the snack chip category and FL’s position in it.
What are challenges in marketing Sun Chips.
What insights can be drawn from FL’s prior experience in multigrain area?
What are the results of the Min. test market and what should FL do?