**Course Description**
This course develops a management perspective 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, sales, and pricing and promotions in public and private sectors.

**Course Objectives**
The purpose of this course is to help students develop strategic and tactical marketing skills. 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.

- The SB learning goals are:
  
  **COMMUNICATION SKILLS:** Students demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

  **QUANTITATIVE FLUENCY:** Students demonstrate competency in logical reasoning and data analysis skills.

  **GLOBAL AND CIVIC RESPONSIBILITY:** Students identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students integrate knowledge and skills in addressing these issues.

  **INTELLECTUAL INNOVATION AND CREATIVITY:** Students demonstrate their resourcefulness and originality in addressing extemporaneous problems.
**SYNTHESIS:** Students demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

The cases and readings and in-class discussions will consistently reinforce the SB learning goals above.

**Course Format**
The course uses the case method extensively. Almost all sessions will require the preparation of a case, often 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 two hours is usually required to properly prepare a case and you should discuss your thinking and analysis with your learning group prior to each class to be fully prepared.

**Grade**

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<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Class participation</td>
<td>50%</td>
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<tr>
<td>Mid-Term exam</td>
<td>15%</td>
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<tr>
<td>Final exam</td>
<td>20%</td>
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<tr>
<td>Project/Plan</td>
<td>10%</td>
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<tr>
<td>Discretionary</td>
<td>5%</td>
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**Textbook**

You will be given a link to the Harvard Business Publishing website. The site will list cases and textual notes for you to purchase for the course in a “coursepack”. You are responsible for obtaining the assigned materials.

**Handouts**

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

At the first class you will be given:
- Jim’s Marketing Wheel
- Marketing Math Exercises
- Several cases not on the HBS Publishing course pack
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. Any student using a computer during class time for any purpose other than the marketing topic of that class will be asked to leave class and will be assessed an absence (see below).

You may miss up to three classes without penalty. After three absences, you will be penalized the equivalent of five grade points (out of 100) for each additional absence.

This means that if you would have received an “A”, with four absences, you will receive a B+. 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.

Learning Objectives and Policies
Please refer to your “Get Ready to Succeed” guide received at Pre-term.

Jim Kindley  Adjunct Professor, Marketing
Mr. Kindley has been an adjunct professor of marketing at the College of Charleston since 2011. He also served as the director of its MBA Program. Mr. Kindley was a Senior Lecturer of Marketing in the Cox School of Business at SMU in Dallas from 1996 to 2010 and still teaches an EMBA elective there annually. He has taught marketing fundamentals, marketing strategy and implementation, and innovation courses to undergraduates, MBA students, and executives at several universities in addition to CofC and SMU.

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 MTI, 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 served on the board of directors of the Williamson-Dickie Mfg. Co. until its purchase by VF Corp. in 2017 and was also a director at Heely’s Corp. He presently is an advisor and mentor 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.