THE UNIVERSITY of NORTH CAROLINA
GREENSBORO

Bryan School of Business and Economics
MBA 706-41D: Marketing Management
Summer 2013 (May 13-June 21, 2013)

This syllabus is subject to change as the semester/session progresses to accommodate instructional and/or student needs.

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Required Text

Marketing: An Introduction, 10/E, by Gary Armstrong
Philip Kotler , ISBN-10: 0136102433, ISBN-13: 9780136102434,
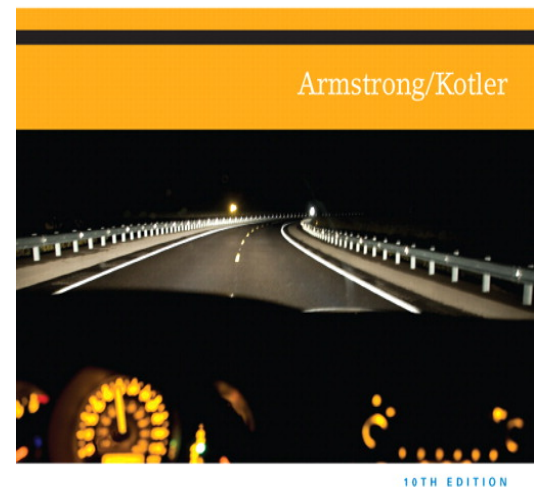Copyright: 2011

MARKETING AN INTRODUCTION

Prerequisites/Co-requisites:

None

Catalog Description:

Issues related to the marketing process,
major trends and forces that are changing
the marketing landscape, marketing
information, building and managing
brands, marketing strategy and roles of
ethics in marketing.

Student Learning Outcomes:

At the completion of the course, students will be able to:

1) <u>Demonstrate</u> an understanding of marketing and the marketing process.
2) <u>Identify</u> the major trends and forces that are changing the marketing landscape.
3) <u>Locate, interpret, and evaluate</u> marketing information for decision making.
4) <u>Evaluate</u> the obstacles and challenges in building and managing brands
5) <u>Analyze</u> the changes in marketing strategies during the product's life cycle.
6) <u>Evaluate</u> the internal and external forces that influence an organization's marketing strategy.
7) <u>Assess</u> the attractiveness of a market segment.
8) <u>Evaluate</u> the roles of ethics in marketing activities.
9) <u>Apply</u> the tools and concepts learnt in the course to develop a customer-driven marketing strategy and mix.

Teaching Methods and Assignments for Achieving Learning Outcomes:

The course will be organized around short lectures, case analyses, in-class and online discussions and case and paper presentations. Topics covered include:

- Marketing: Creating and Capturing Customer Value
- Company and Marketing Strategy: Partnering to Build Customer Relationships
- Analyzing the Marketing Environment
- Managing Marketing Information
- Conducting Marketing Research
- Customer-Driven Marketing Strategy: Creating Value for Target Customers
- Products and Services
- Brands
- New-Product Development and Life-Cycle Strategies
- Pricing
- Marketing Channels, Retailing and Wholesaling
- Communicating Customer Value
- Direct Marketing
- E-commerce
- Global Marketing
- Marketing Ethics and Social Responsibility

Evaluation and Grading Policy

Online Participation and Contribution (200 points)

Blackboard discussion is an important component of this course. You are expected to login regularly, read other course participants' posts and post to the discussion topics (at least **ten** posts are required). The purpose of online discussions is to supplement the materials covered in class. Your postings enhance and enrich not only your own learning but also that of your fellow course participants. Please feel free to post anything that contributes to our learning of marketing.

Two of the posts are required to be on the forum "Online video contribution". Your posts on this forum free videos available online (e.g., YouTube) to help learn understand some concepts related to marketing. One of them will be your original post and the other will be your comments on one or more posts of others participants' on this forum. Please visit the forum for more information. As an example of a post, see the item "McDonald's Celebrates 20th Birthday in Russia" (Nir Kshetri).

At least two of the posts are required to be on readings from the folder "Additional cases and articles for online discussion" in the course document area. I will create a forum for each article/case in this folder.

Your posts are evaluated using the following criteria:

a) Have you done additional research and included source(s) of your information? You need to include each reference in its complete form, not just the link.
b) Have you connected your discussion with materials from your textbook or those discussed in the class?
c) Have you connected your posts with the current business related events (some of them)?
d) Do your posts refer to other course participants' posts (some of them)?
e) Are your posts uniformly distributed throughout the session?
f) Are they sufficient long (that is, at least 2 paragraphs)?
g) Are they insightful and provide the reader with new ideas?

The last day for posting on the discussion board is **June 20, 2013**. Please copy all of your posts in **ONE** word document and email me before the end of the semester. Make sure that each post has the date you posted on the blackboard.

Exam 1 (100 points)

More details will be available on the Blackboard.

Exam 2 (100 points)

More details will be available on the Blackboard.

Exam 3 (200 points)

More details will be available on the Blackboard.

Case Analysis: 150 points

You are required to analyze the case, **"Kaspersky Lab: from Russia with anti-virus".** While there is no one "correct" approach to organizing a written case analysis and presentation, I expect you to adhere to the guidelines posted on the blackboard as close as possible.

Final Project: 250 points

In the final project, you are required to prepare a case/report which analyzes how social media have been used in an organization. More details are available on the Blackboard.

I have also created a forum on the discussion board: Final Project Topic and Short Description. Please post a 1-2 paragraph description of your final project in this forum by May 28, 2013.

Grading Scale:

Points possible for the various evaluation components are summarized below:

Component	Points possible
Online Attendance, Participation and Contribution	200
Exam 1	100
Exam 2	100
Exam 3	200
Case Analysis	150
Final Project	250
Total	1,000

Scoring System for the Final Grade

The following scoring system will be used for the final grade.

Score	Grade	Score	Grade
950 – 1,000	A	790 – 819	B-

915 – 949	A-	760 – 789	C+
870 – 914	B+	740 – 759	C
820 – 869	B	0 – 739	F

The following criteria will apply to the grading of assignments

A: Work that demonstrates not only a clear understanding of the material under study, but also a superior ability to utilize that material in the assignment. All criteria are met. The student's work goes beyond the task and contains additional, unexpected or outstanding features.

B: Work that demonstrates a good understanding of the material under study, and utilizes the material well in the assignment. The student meets the assignment criteria, with few errors or omissions.

C: Work that fails to demonstrate a basic or technical understanding of the material under study, and fails to use relevant material in the assignment. Work may not address one or more criteria or may not accomplish what was asked.

F: Work that is incomplete, inappropriate and/or shows little or no comprehension of the material under study.

Tentative Course Schedule

Week	Detail	Remarks
1 (5/13-5/19)	• Course Overview • Marketing: Creating and Capturing Customer Value • Company and Marketing Strategy: Partnering to Build Customer Relationships • Analyzing the Marketing Environment • Managing Marketing Information to Gain Customer Insights	• Chapters 1-4 • Discussion of case/article: The Evolution of the Chinese Online Gaming Industry (Please refer to the folder" Additional cases and articles for online discussion" in course document area). • Materials for Chapters 1 and 3 in the Course Document area also contain videos. You are encouraged to watch them and post on the discussion board.
2 (5/20-5/26)	• Social media and marketing issues • Cloud computing and marketing issues Articles: 1. The Economics of Social Media and Virtual Community 2. Article: Privacy and Security Aspects of Social Media: Institutional and	• Exam 1 online. This exam will open on 5/20 at 5 PM and will be available for 48 hours.

	Technological Environment 3. Article: Cloud Computing in Developing Economies 4. Article: Privacy and Security Issues in Cloud Computing: The Role of Institutions and Institutional Evolution	
3 (5/27-6/2)	• Understanding Consumer and Business Buyer Behavior • Customer-Driven Marketing Strategy: Creating Value for Target Customers • Products, Services, and Brands: Building Customer Value • Developing New Products and Managing the Product Life-Cycle	• Chapters 5-8 • Case analysis due: 11:59 PM 6/2/2013: Kaspersky Lab: From Russia with Anti-virus • Discussion of case/article: Barriers to Branding for Developing World-Based Firms and Some Mechanisms to Overcome Them: A Conceptual Framework (Please refer to the folder" Additional cases and articles for online discussion" in course document area). • Materials for Chapters 5 and 7 in the Course Document area also contain videos. You are encouraged to watch them and post on the discussion board.
4 (6/3-6/9)	• Pricing: Understanding and Capturing Customer Value • Marketing Channels: Delivering Customer Value • Retailing and Wholesaling • Communicating Customer Value: Advertising and Public Relations	• Chapters 9-12 • Exam 2 online. This exam will open on 6/4 at 5 PM and will be available for 48 hours. • Discussion of case/article: The economics of click fraud (Please refer to the folder" Additional cases and articles for online discussion" in course document area). • Materials for Chapters 10 and 12 in the Course Document area also contain videos. You are encouraged to watch them and post on the discussion board.
5 (6/10-6/16)	• Personal Selling and Sales Promotion • Direct and Online Marketing: Building Direct Customer Relationships • The Global Marketplace • Sustainable Marketing: Social Responsibility and Ethics	• Chapter 13-16 • Discussion of case/article: Barriers to E-Commerce and Competitive Business Models in Developing Countries: A Case Study (Please refer to the folder" Additional cases and articles for online discussion" in course document area). • Materials for Chapters 14 and 16 in the Course Document area also contain videos. You are encouraged to watch them and post on the discussion board.
6 (6/17-6/21)	• Online discussion: social media • Online discussion: other articles (See the List of Additional Cases/Articles)	• Discussion of cases/articles: 1) Sustainability Entrepreneurship and Global Competitiveness in the Clean Technology Industry: A Framework and a Case Study; 2) The Development of Market Orientation: A Consideration of Institutional Influence in China (Please refer to the folder" Additional cases and articles for online discussion" in

		course document area). • <mark>Exam 3 online.</mark> This exam will open on 6/21 at 5 PM and will be available for 48 hours. • Final project due: 11:59 PM 6/21/2013.

List of Additional Cases/Articles

1. The Evolution of the Chinese Online Gaming Industry

2. BYD: Struggling To Overcome the Effects of the Global Financial Crisis

3. The economics of click fraud

4. Barriers to Branding for Developing World-Based Firms and Some Mechanisms to Overcome Them: A Conceptual Framework

5. Barriers to E-Commerce and Competitive Business Models in Developing Countries: A Case Study

6. Sustainability Entrepreneurship and Global Competitiveness in the Clean Technology Industry: A Framework and a Case Study

7. The Development of Market Orientation: A Consideration of Institutional Influence in China

Academic Integrity Policy:

Students are expected to adhere to the Academic Integrity Policy on all assignments and tests. The syllabus will provide a link to the complete description of the Academic Integrity Policy as found in the UNCG Graduate Bulletin. http://academicintegrity.uncg.edu/complete/

Final Examination:

There will be no final proctored examination.

Additional Requirements:

Late Work Penalty

Assignments may not be submitted late. Exceptions will be granted only in rare circumstances and be evaluated on a case-by-case basis.

Expectations of Students

Students in the Bryan School are also expected to adhere to the Student Code of Conduct. Further details may be found at http://academicintegrity.uncg.edu/complete/ and http://studentconduct.uncg.edu/policy/code/. The Bryan School has additional expectations and guidelines for students to follow which can be found at http://www.uncg.edu/bae/faculty_student_guidelines.pdf.

Expectations of Faculty

The Bryan School expects its faculty to conform to all existing UNCG codes and policies. These are found at http://provost.uncg.edu/faculty/h_section4.asp In addition, the Bryan School has expectations and guidelines for faculty to follow which can be found at http://www.uncg.edu/bae/faculty_student_guidelines.pdf.

Instructor Information

Nir Kshetri is Associate Professor (effective July 2013: Professor) at Bryan School of Business and Economics, The University of North Carolina-Greensboro (UNCG). He is a research fellow at Research Institute for Economics & Business Administration - Kobe University, Japan. Nir holds a Ph D in Business Administration from University of Rhode Island; an M.B.A. from Banaras Hindu University (India); and an M. Sc. (Mathematics) and an M. A. (Economics) from Tribhuvan University (Nepal). His undergraduate degrees are in Civil Engineering and Mathematics/Physics from Tribhuvan University.

Nir's previously held positions include faculty member at Management School, Kathmandu University (Nepal) and visiting lecturer at Management School, Lancaster University (U.K.). He has *held visiting professorship* in a number of universities including Kobe University, Japan, European Business School, Paris, France, Bad Mergentheim Business School, Baden-Wuerttemberg, Germany, Transatlantik-Institut**,** Fachhochschule Ludwigshafen am Rhein, Germany and Konrad Lorenz University, Bogota, Colombia.   During 1997-99, Nir was a consultant and a trainer for the Food and Agricultural Organization (FAO) of the United Nations, German Technical Cooperation (GTZ) and Agricultural Development Bank of Nepal.

Nir is an Advisory Council member of the Pacific Telecommunications Council (2011-2015). He is a faculty senate member and have *headed and served on a number of committees* in UNCG. He also served as a Board Member of the Communities in Schools of Greater Greensboro (2004-2007) and on International Business Advisory Board, University of Minho, Braga, Portugal (2009). Since 2010, Nir has served as a jurist for the Intelligent Community Forum.

Nir's books Global Entrepreneurship: Environment and Strategy (Routledge: New York) is due to be published. He is also the author of Cybercrime and Cybersecurity in the Global South (Palgrave 2013) (http://www.palgrave.com/products/title.aspx?pid=583038), The Global Cyber-crime Industry: Economic, Institutional and Strategic Perspectives (Springer-Verlag: Berlin, Heidelberg, New York, 2010) (http://www.springer.com/business/media+management/book/978-3-642-11521-9)   and *The Rapidly Transforming Chinese High Technology Industry and Market: Institutions, Ingredients, Mechanisms and Modus Operandi* (Caas Business School, City of London and Chandos Publishing: Oxford, 2008).

Nir has published sixty five journal articles in journals such as *Foreign Policy, European Journal of Marketing, Journal of International Marketing, Third World Quarterly, Asia Pacific Journal of Marketing and Logistics, Journal of International Management, Communications of the ACM, IEEE Computer, IEEE Security and Privacy, IEEE Software, Electronic Commerce Research, Electronic Markets, Small Business Economics, Thunderbird International Business Review, Telecommunications Policy, Journal of International Entrepreneurship, Crime Law and Social Change, Electronic Commerce Research and Applications, Information, Baltic Journal of Management*, IT Professional, Journal of Health Organization and Management, Journal of Developmental Entrepreneurship, International Journal of Health Care Quality Assurance*, Journal of Electronic Commerce Research*, J*ournal of Computer Information Systems, Journal of Technology Management in China**, First Monday, Pacific Telecommunications Review, Marketing Management Journal, The Pacific Asia Journal of AIS, Emerald Emerging Markets Case Studies, Journal of Interdisciplinary Mathematics, Journal of Asia Pacific Business and International Journal of Cases on Electronic Commerce*. He has also contributed about two-dozen chapters to several books including *Outsourcing and Offshoring* (Cambridge University Press, *New York, 2010),* and *Handbook of Technology Management (Wiley, 2010).*

Various United Nations Agencies such as International Telecommunications Union, Comisión Económica para América Latina y el Caribe (CEPAL) and the Internet Governance Forum, the US Army War College and private organizations have invited him to give talks on cybersecurity and other topics. Nir has travelled to about seventy countries. He has given lectures or presented research papers (over 130) at various national and international conference in Azerbaijan, Canada, Chile, China, Colombia, Czech Republic, Denmark, Dominican Republic, Ecuador, Estonia, France, Germany, Greece, Guatemala, Hungary, India, Italy, Japan, Malaysia, Morocco, Nepal, New Zealand, Oman, Portugal, Romania, South Africa, South Korea, Singapore, Sweden, Switzerland, Thailand, Taiwan, the Philippines, the U.K., the U.S., Tunisia, Turkey and Uganda.

Nir is a two-time winner of the Bryan School Teaching Excellence Award (2012 and 2008). He was also a finalist in the 2009 UNCG Alumni Teaching Excellence Award. In February 2012, his paper was the winner of a Best *paper* award at the 5th International Conference on Information Systems and Economic Intelligence (SIIE) (Tunisia). A 2012 study ranked him *# 2 in terms* of the number of articles published in *Journal of International Management* over a *13-year period* (1998-2010). Nir received Emerald Literati Network 2010 Award for Excellence for the article, "The evolution of the Chinese online gaming industry," published in the *Journal of Technology Management in China*. Nir is also a two time winner of the Pacific Telecommunication Council's Meheroo Jussawalla Research Paper Prize *(2010 and 2008) and a finalist in* the *Management and Organization Review* (MOR) Best Paper Award in the China Goes Global Conference organized by the Harvard University (October, 2008). Nir was also the runner up in the 2004 dissertation competition of

the American Marketing Association's Technology and Innovations Special Interest Group and the winner of the 2001 Association of Consumer Research/Sheth Foundation dissertation award. He also won the first place in the Pacific Telecommunication Council's Essay competition in 2001 and second place in the same competition in 2000. In May, 2006, the Information Resources Management Association (IRMA) presented Nir with the Organization Service Award for the Best Track Chair in the IRMA 2006 International Conference. During 2002-10, Nir ranked 8th -13th among the most popular authors of the NetAcademy Universe.

Nir has been interviewed by *WFMY News 2 on various topics such as cloud computing, cybersecurity,* Google's Safari Tracking *cookies controversy and* Google's privacy policy. *In May 2011,* HPC in the Cloud *published a video-interview with Nir "* Video Feature: The Cloud's Criminal Element" (http://www.hpcinthecloud.com/hpccloud/2011-05-17/video_feature_the_clouds_criminal_element.html). Nir's works have also been featured in *Foreign Policy's Global Newsstand* section (a publication of the Carnegie Endowment for International Peace), *East-West Center News* and in *Providence Journal.* He was pictured in the front page of Jamestown News on October 6, 2010. He was also pictured in the front page of *Global Perspective*, a publication of the Fox School's Temple CIBER and Institute of Global Management Studies (Fall 2004). Nir has been interviewed and/or quoted in over 60 magazines and newspapers published from Australia, Brunei, Canada, China, Colombia, France, India, Italy, Japan, Malaysia, Mexico, Morocco, New Zealand, Qatar, Tanzania, Thailand, the Philippines, the U.S., United Arab Emirates and other countries including HPC in the Cloud, *Foreign Policy, Telecommunications*, *Simply Security*, *The Business Journal of the Greater Triad Area, Jamestown News, Greensboro News and Record,* El Nuevo Herald, Mother Nature Network, Gulf-Times.com, The Times of India, news24.com, Canoe.ca, key4biz.it, aufaitmaroc.com, rtbf.be, livemint.com, World News Australia, Brunei Times, *Leadership Magazine* and *High Point Enterprise.* Nir's work has been featured at the UNCG homepage (http://ure.uncg.edu/prod/inspirechange/2011/12/02/head-in-the-cloud/).

Head in the cloud

Dr. Nir Kshetri has become a go-to source for cybersecurity ▶

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Please submit this form by May 20, 2012. You can copy and paste in an email message.

Your full name

The name you preferred to be called

Your hometown

Your telephone number

Your educational and career goal

Other information you would like me to know about you