Instructor: **Professor Raji Srinivasan**, Tel (512) 471-5441  
Email: raji.srinivasan@mccombs.utexas.edu  
Office: CBA 7.248 (7th floor of CBA North)  
*Please include “MKT 370” in the subject line of your emails*

Meeting:  
Monday, Wednesday: 930 am to 1100 am

Teaching Assistant: TBA

Office Hours:  
Wednesday: 500 pm – 600 pm (till Spring Break)  
Wednesday: 200 pm – 300 pm (after Spring Break)

Course Pack:  
An online course pack is available on the Harvard Business School Publishing website at the following link below. Please sign up and register as a student on the website and then obtain a copy on the website at the earliest.

http://cb.hbsp.harvard.edu/cbmp/access/57156340

Admin detail:  
The use of cell phones and laptop computers in class is forbidden.  
In some class sessions, we will use laptops for class work.

Course Objectives  
The focus of this course is the wrapping together all of the marketing skills that have been learnt in the undergraduate marketing program. Specifically, this course is designed to take what you have learned in earlier courses and apply this to solving real-world business problem.

Using all the concepts and tools of marketing and business, you will examine a wide range of business problems and explore possible solutions from the perspective of chief marketing officer.

By the end of the semester, it is anticipated that you will be familiar with analyzing problems, weighing alternative solutions, and choosing the best possible answer for a company’s marketing and related strategy problems.

This course is designed to prepare you to be a marketing professional. The course emphasizes business communications skills through written case assignments, a midterm
exam, and a group presentation (and group project report).

A company’s business strategy, in general, and marketing strategy, in particular represent sustainable sources of competitive advantage. Strategic decisions, unlike tactical decisions, have long term effects and are costly to change once implemented. Through a combination of lectures and cases, you will learn the drivers of a successful strategy and reasons why a given strategy may fail.

While, both creative qualitative and analytical quantitative approaches are considered, this course emphasizes quantitative techniques for analyzing business problems and developing measurable recommendations for action and communicating them to colleagues.

Class approach

As this course is a capstone course in marketing that “ties everything together,” it is a generalist and not a specialist course.

So, we will not spend a large amount of time on one marketing mix variable or even the marketing function. Instead, all marketing mix variables will be discussed in an integrated way, with a focus on the fundamental, strategic marketing issues that confront senior management.

It is therefore expected that you have a good training in marketing concepts and marketing research methods, which you will apply to a group project.

Course materials and organization

Each class will be either a lecture or a case discussion. When additional materials are required for class discussion or case preparation, those materials will be posted on Canvas.

Cases are the core of this class. Cases are your opportunity to analyze real world business problems and develop recommendations. Read the cases very carefully and come to class prepared to provide constructive input to the group discussion. Situations in cases are frequently complex, only partial information is available, and relevant data are often presented in a non-linear fashion, just as the business problems you will encounter in the real world.

You will succeed in your case analysis by making assumptions transparent to all, developing recommendations with a basis in business theory, and support your work with a quantitative analysis of data in the case. For each case discussion, questions for you to prepare in advance will be posted on Canvas.

Another important component of this case is a group project. More details will be provided in class.
Class Assessment

1. Individual Case Reports (2) 10%
   a. 5% on 1st case, 5% on 2nd case
2. Group Case Reports (2) 20%
   a. 10% for 1st case, 10% for 2nd case
3. In class group simulation (debrief) (1) 5%
4. Midterm Exam 20%
5. Attendance and Class Participation 20%
6. Final Group Project 25%

Total 100%

Written Work: Course is designated as a Writing Flag course

This course partially satisfies the University writing requirement. The following paragraph is adapted from University policy: “The purpose of the writing requirement is to teach students how to use written English to communicate their thoughts. This portion of the writing requirement involves...practice in writing appropriate to an academic discipline. Each course...must include substantial writing activities per semester, exclusive of in-class quizzes and examinations. The quality of the student’s written expression must be an important component in determining the student’s course grade.” The official site in [http://www.utexas.edu/ugs/core/flags/guidelines/writing](http://www.utexas.edu/ugs/core/flags/guidelines/writing)

Course Administration: Deliverables

Individual Case Reports

In this class, there will be two individually written case reports. See dates on schedule.

Individual case reports should be no more than two pages in length of written text and must include quantitative analysis of the case which must be presented as Tables, Figures and Charts. Additional pages for Tables and Charts. Individual Assignments will be discussed in detail in Class.

For the first individual case report, students will submit the report and this will be given to another student in the class (randomly assigned) who will review this report and give you writing feedback, based on which you will revise the report and submit it along with the peer reviews. Following that, you will receive writing feedback from the Professor/TA again.

For the first individual case report, 25% of the score is based on the peer review score and 75% is based on the instructor score (after revising based on peer reviews).

Late case reports will not be accepted as the case will be discussed in class.

A high standard of written communication is expected in your written reports. Students
struggling with this requirement are encouraged to consider using the Undergraduate Writing Center (UWC), FAC 211, 471-6222: http://uwc.fac.utexas.edu/home). The UWC offers free, individualized, expert help with writing for any UT undergraduate, by appointment or on a drop-in basis. Any undergraduate enrolled in a course at UT can visit the UWC for assistance with any writing project. They work with students from every department on campus, for both academic and non-academic writing. You are encouraged to avail of the writing resources available at the UWC.

**Group Case Reports**

You will need to form groups (4 students) to prepare for the cases, both written submissions and class discussions and also to work on a group project.

There will be no more than four students per group. You will form your groups and inform the TA about your group membership by Monday January 30, 2017.

Each group will be required to hand in two case reports. See dates on schedule.

Group case reports should consist of no more than four pages and should address the questions that will be distributed on Canvas. Use these questions for writing your reports (and to help prepare for our discussion of the other cases). Additional pages for figures and tables.

For the first group case report, students will submit the report to the TA. You will receive feedback on the writing from the Professor/TA, based on which you will revise the first group case report.

**Midterm Exam**

There will be an in-class individual midterm exam. The exam will consist of an in-class case write up for a case that will be provided to you a day before the exam. Additional details will be provided in class.

**In-class Group Business Simulation**

We will have an in-class group (online) business simulation for a new venture for which you have to submit a written debrief of the simulation.

**Group Project**

Each student will participate in a final group project presentation related to marketing strategy evaluation and analysis for a real world marketing problem. The deliverables will be a presentation and a project report. Project details will be available on Canvas and discussed in class as the semester proceeds.

<table>
<thead>
<tr>
<th>Deadline</th>
<th>Project Step</th>
</tr>
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<tbody>
<tr>
<td>Feb 1 2017</td>
<td>Email TA with three project choices. Project will be assigned.</td>
</tr>
<tr>
<td>Feb 27 2017</td>
<td>Initial secondary research must be completed</td>
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<tr>
<td>By Apr 5 2017</td>
<td>Primary data collection to be started</td>
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<tr>
<td>By Apr 19 2017</td>
<td>Analysis and writing to be underway</td>
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Case Preparation and Class Participation

Class participation will be recorded by the TA during the course of each class period. A substantial benefit of this course depends in large part upon the extent to which participate and share your own viewpoints and conclusions to the critical judgment of the class.

Class participation is your opportunity to ask questions to enhance your understanding and suggest examples that demonstrate your knowledge of the material assigned. To succeed in this course it is imperative that you read each case to be discussed and come to class with insightful comments that will be interesting to the class. If you must miss a class, please email your class’s TA in advance.

A few excused absences will be extended for professional or health reason.

Class participation is graded using the following guidelines:
3 points = Outstanding comment, challenge, or rebuttal, standing alone
2 points = Good comment or rebuttal
1 points = Present, not participating, or fair, unenlightening comment
-1 point = Not prepared to comment, not on time for class without prior notification
-2 point = Unexcused absence from class

Class participation is evaluated on quality of participation, not “air time.” Students who make fewer in-class contributions of high quality are evaluated more favorably than students who make frequent contributions that do not advance the class discussion.

Conscientiousness

Conscientiousness is being thorough, diligent, timely, careful, and paying attention to detail. Personal elements of conscientiousness include self-discipline, carefulness, organization, and deliberation, some aspects of what has traditionally been called “character.” This course sets a very high standard for conscientiousness to help you prepare for your professional careers as your employers will expect you to practice conscientiousness.

The University of Texas at Austin Honor Code

The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the University is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.
Accommodations for Students with Disabilities
The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 512-471-6259, 512-471-4641 TTY.

Student Privacy
Password-protected class sites will be available for all accredited courses taught at The University. Syllabi, handouts, assignments and other resources are types of information that may be available within these sites. Site activities could include exchanging e-mail, engaging in class discussions and chats, and exchanging files. In addition, class e-mail rosters will be a component of the sites. Students who do not want their names included in these electronic class rosters must restrict their directory information in the Office of the Registrar, Main Building, Room1. For information on restricting directory information see: http://www.utexas.edu/student/registrar/catalogs/gi02-03/app/appc09.html.