Overview and objectives

We’re all marketers now, McKinsey Consulting.

In today’s digitally-connected, information-intensive, and flat global markets, “Marketing” is often the single source of competitive advantage for companies in diverse industries. So, marketing is no longer merely the responsibility of the marketing function.

This course which will focus on the role of the marketing function in driving companies’ growth and profits is aimed at managers in marketing, management consulting, accounting, finance, operations, manufacturing, R&D, legal and C-suite.

We will cover various topics including marketing strategy development and programs, marketing metrics, customer relationship management, sales-marketing function coordination, managing social media, and company-stock market interface.

Course pedagogy will include lectures, discussions, cases, real-world case applications, negotiation exercises, and marketing analytics applications.

The course will use state-of-the-art readings from Harvard Business School Publishing on key concepts related to the course. Note that you will be tested on the key concepts in the
assigned readings in the closed-book final exam, so you are strongly encouraged to read the readings prior to the class day on which they will be discussed in class.

**Course Assessment**

1. Attendance and Class Participation 20%
2. Group Case Reports (4) 20%
3. In-class Business Simulation – Debrief (1) 5%
4. Midterm Exam (in-class closed book exam) 20%
5. Group Student presentations 15%
6. Final Exam (In-class closed book exam) 20%

**Total** 100%

Additional details will be provided in class, but the following guidelines will give you a sense of what is expected.

1. **Attendance.** Attendance will be recorded in class every day. Excused absences will be extended for most professional or health reasons.

2. **Class Participation.** Class participation will be recorded by the TA in 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 gain the most from this course it is imperative that you read each case to be discussed and come to class with comments and insights.

3. **In-class 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.

4. **Group Case Reports.** Please form groups (3-4 members each) for the four group case assignments. This report should be no more than four pages in length and will include quantitative analysis of the case addressing questions. You can submit both word documents and Excel files for your assignment on Canvas. Your case reports will be due on Canvas as per deadlines noted on Canvas. For each case analysis, one or two groups will be assigned responsibility for presenting the recommendations.

5. **Midterm Exam.** There will be an individual in-class closed book case exam. Additional details will be provided in class.
5. **Group Presentations.** Groups will be asked to present a brief on a marketing strategy problem. These presentations are toward the end of the semester. More details to be announced in class.

6. **Final Exam.** There will be an in-class closed book exam (not case) covering all the materials covered in the course and their applications to business practice. Additional details will be provided in class.

**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.

Examples of conscientiousness that are expected in this course:

- Meeting deadlines – missed deadlines for assignments or project milestones will be subject to reduced credit or no credit for that assignment
- Being on time for class – students are expected to be in their seats when class begins or class participation points will be deducted
- Reading and following instructions – written instructions will be provided for all course requirements in email, lecture PowerPoint, and documents posted to Blackboard, read and re-read these instructions
- Maintaining a professional demeanor – students are expected to be calm, professional, thoughtful, engaging, and approachable in their interactions in class and with each other outside of class.

**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.