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MBA502 MARKETING MANAGEMENT IN A GLOBAL ENVIRONMENT

Credits:	6
Mandatory:	Yes
Academic Year:	2020-2021
Semester:	II
Lecturer:	Philip Byers
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MODULE DESCRIPTION

Focuses on the major decisions that marketing managers and top management face in their efforts to mesh the objectives, core competencies and resources of an organization with the opportunities and threats in an increasingly global marketplace. Applications of marketing thinking to products and services for any organization, whether profit or not for profit. The student will leave this class with the ability to analyze data, formulate strategies and implement decisions.

PURPOSE OF THE MASTER OF BUSINESS ADMINISTRATION

Today, the modern business enterprise is in constant transformation as it responds to technological innovations linking local communities to the global marketplace. The Irish American University MBA is an advanced degree designed to prepare and equip managers with the knowledge and competencies necessary to administer controllable forces within their organization in order to adapt successfully to variables and changes in the uncontrollable environment.

INTENDED LEARNING OUTCOMES

1. To develop skills for deciphering and forecasting external forces and in the process become effective leader-managers in the increasingly multicultural environment of the 21st century.
2. Individually and collectively develop the skills needed to analyze and solve complex marketing problems through case analysis
3. To sharpen oral, written communication and listening skills with respect to their own case solutions and that of classmates
4. To enhance understanding of marketing concepts, analytical tools and techniques, the marketing process, functions, and the environment of marketing from both a domestic and global perspective.

5. To examine and develop international marketing strategies for product and service firms seeking to operate beyond the boundaries of the domestic market
6. To understand the international market environment along with the corporate objectives achieved by globalization.

TEACHING METHODOLOGIES

Teaching strategies used in this course include analyses of relative articles, assignments, class discussion and lectures that cover key aspects of management and administration. The student should supplement class lectures with independent reading of the assigned text and articles in order to fully understand the scope and key elements of management theory and practice.

LEARNING OUTCOMES MAP

Learning Outcomes	Standard	Delivery	Assessment
1.	Know-How and skill	Lectures, class exercises and discussions.	Class exercises, assignments, and participation.
2.	Know-How and Skill	Class exercises, analysis and discussions.	Class examples, assignments, and participation.
3.	Know-How and Skill	Lectures, class exercises and presentations.	Presentations
4.	Knowledge	Lectures, readings, class exercises, discussions and case studies.	Class exercises and participation.
5.	Competence	Lectures, speakers and class exercises.	Class participation and assignment.
6.	Knowledge	Lectures, class exercises and discussions and case studies	Class exercises, participation.

MODULE OUTLINE

Class 1: Syllabus Overview
 Case Overview
 Formation of teams
 Defining Global Marketing

Class 2: Developing Marketing Strategies and Plans
 Market opportunity analysis
 Value Chain and Holistic Marketing

Class 3: Collecting and collating market data
Analysis of consumer and customer markets
Culture, Consumer Behaviour and Trends
Business market analysis

Class 4: Segmentation and targeting
Identifying Brand equity
Developing value proposition
Delivering value

Class 5: Points of Difference (POD), and
Points of Parity (POP)
Value Differentiation

Class 6: Study week

Class 7: Setting Product strategy
Product/Service differences and strategies

Class 8: Marketing Mix – 4P's
Service Mix – 3 more P's

Class 9: Drawing it all together!
Case analysis and review

Class 10: Assignment presentations

RECOMMENDED TEXTS

Kotler, P and Keller, K. (2009) *A Framework for Marketing Management*. Upper Saddle River, NJ: Prentice Hall, 3rd Edition, ISBN:978-0-13-602660-0

MODULE REQUIREMENTS

All students are required to participate in classroom activities. This will provide students with an opportunity to examine various issues related to marketing management and to build a professional background knowledge utilizing journal articles and possibly case studies as qualitative data sources for the purpose of providing leadership that instills global communication, responsiveness and learning. Requirements include: completing all reading assignments and projects, participating in all asynchronous communication forums, completing individual papers.

COMPOSITION OF OVERALL COURSE GRADE:

CONTRIBUTION TO CLASS: 35%

Students are expected to keep up with the class readings and to engage in lively class discussions. One of the purposes of this class is to improve professional skills that the student can take to the business world. The class will be conducted in a professional manner: thoughtful participation and class preparation is vital. Class participation includes preparing exercises, offering instructive comments, answering questions, contributing questions, offering information on current, relevant topics that can be based on the information from newspapers, magazines, journals, television and the internet, and discussing relevant knowledge from other courses.

Your class contribution grade for this course will be assessed in terms of the quality, quantity and relevance of your participation in the discussion of the assigned cases, including but not limited to:

1. Your depth of analysis;
2. The realism of your comments or analysis;
3. The clarity of your presentation;
4. The integration of your comments into the ongoing discussion (i.e., willingness to listen to classmates);
5. Your ability to respond to questions and to defend your arguments; and
6. The contribution of your comments to the class's learning.

Essentially, you will be graded on the thoroughness, sophistication, persuasiveness, and logic of your classroom comments.

To gain the greatest number of participation points in this course, please prepare completely for each case discussion. Comments should be based on careful analysis for greater participation points. Because one cannot contribute to a class if they are not there, please plan to participate actively in the class discussion throughout the entire class period and for each case. Please arrange your schedule so that you will be able to arrive on time, attend each class, and stay for the entire class period.

PROJECT: 65%

The group project requires the team to develop a plan for a new product or service for an existing company. Basically, your team is asked to select a firm, analyse that firm's marketing activities, and develop a new product for that firm and discuss how it fits into that organization's marketing activities and how this new product idea would be executed.

This is a major project and there are very high expectations for the finished product and it is to be completed and submitted in hard copy to me by 17.00 on April 9th, 2021

Finally, your points for this project/presentation will be calculated as a group

OVERALL COURSE EVALUATION:

- | | |
|--------------------------------------|--------|
| - Contribution in and to Course work | - 35% |
| - Group Project | - 65% |
| - Total | - 100% |

POLICIES AND EXPECTATIONS:

Classroom Conduct: Students are expected to participate in class discussions and contribute their own personal experiences in management and administration. This enhances class discussion and collaborative learning opportunities for all members of the class. Students are expected to be self-directed, responsible, and accountable.

Assignments: All assignments must be submitted at the time specified on the assigned due date. Late assignments will be docked one full letter grade for each day they are submitted late. All students are responsible for all classroom material regardless of attendance. Poor grammar and unclear writing styles will have a negative impact on written assignment grades.

Attendance

Class attendance is necessary for the achievement of intended learning outcomes. In the case of illness it is the student's responsibility to telephone the College office to notify the lecturer (see *Academic Policies and Procedures* in the ACD Catalogue and the QA Manual).

Academic Discipline

Refer to the subsection on Academic Discipline in the current ACD Catalogue and QA Manual.

No late papers will be accepted and the instructor reserves the right to change or modify the syllabus as necessary in order to meet the objectives of the course

Netiquette

1. Find a quiet, comfortable space at a desk or table where you can work, preferably with a blank wall behind you so when you turn on your camera during a live session that no other people, pets, personal items, or any distractions can be seen behind you by the group. Couches, beds and in your car are not ideal and should be avoided, remember you are at work and so is your lecturer.
2. Unless you are using your mobile phone as a device to access the session or as a Wi-Fi Hotspot please keep your phones turned off. Ideally you will log on using a laptop or PC and only use your phone if instructed to do so by your lecturer.
3. Remain in front of your device for the duration of the live session and avoid movement away from the screen. If you are moving/walking/ getting up and down a) you are not working and b) you are a distraction to colleagues and the teacher. An online class cannot be taken while you are commuting – walking/driving or on a car or train etc.
4. As a courtesy to the group, please be on time - to do this log in a few minutes early to check video and audio settings – the access ping in some meeting software is a distraction and some faculty who use the “waiting room” facility may not admit you after a certain period as elapsed.
5. Download any material required prior to the live session and have all of your notes, textbooks, pen & paper etc. at hand for the live lecture/tutorial

6. Please follow guidance from your lecturer on protocols in relation to when to turn cameras on or off during lectures and classes and follow their instructions on how they would like you to interact – raise the hand, post in chat or by unmuting – various teachers have various preferences
7. Keep your device mic on mute while not speaking
8. Please avoid consuming food/snacks during the live sessions
9. Keep the meeting chat box for comments and discussions related directly to the topic in hand and please avoid unrelated conversations with other participants during live classes or lectures
10. Please follow any further guidance from your lecturers with regard to netiquette
11. No unauthorised recording, visual or audio, of the class. The lecturer holds Intellectual Property rights over some aspects of their class and unauthorised copying/using it may result you getting in trouble with the law. There has already been one such case in Dublin.