MARTIN TUCHMAN SCHOOL OF MANAGEMENT
NEW JERSEY INSTITUTE OF TECHNOLOGY

Instructor: Jorge E. Fresneda, PhD

Office: 4030 CAB   **Phone:** 973-596-8569 (office)

Office Hours: Thursdays from 1 pm to 2 pm or by appointment

Email: fresneda@njit.edu (*the best way to contact me*)

Class Time & Location: Thursdays 2:30 – 5:20 pm, CAB 3052

Credit Hours: 3   **Course Prerequisites:** MRKT-620

Instructor's personal WebEx room: https://njit.webex.com/meet/fresneda

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Course Description

As technology continuously transforms products and business models and provides new competitive advantages that firms can capitalize on, this course introduces the marketing challenges of firms in the hyper-competitive environment. It provides students with an overview of marketing strategies: pricing, product, promotion, and place. Ethical issues are discussed as well as other course concepts using case analysis, videos, class discussion, and term projects.

Course Learning Objectives:

The learning objectives are:

CLO1. Explain the fundamentals of marketing for technology-based organizations.
CLO2. Describe the marketing process and its application in technology-based organizations.
CLO3. Evaluate decisions involved in planning, designing, and managing a marketing strategy within technology-based firms.
CLO4. Analyze the hyper-competitive environment and internal/external forces that influence a technology-based organization's marketing strategy.
CLO5. Define how to segment and target potential customers.
CLO6. Evaluate the strengths and weaknesses of different market opportunities.
CLO7. Apply concepts and tools necessary to develop and implement a customer-driven marketing strategy.
CLO8. Discuss the role of ethics in marketing activities.

Textbook and Materials

Textbook:
Marketing Management, 16th Edition, Philip Kotler, Kevin Keller, and Alexander Chernev (2022), Pearson.
ISBN-13: 9780135887141

Harvard Business School (HBS) Cases:
Cases include:
1. Prosper: Marketing Fit
2. Microsoft Surface Hub 2S: The Higher Education Marketing Opportunity
3. Creating a Corp Brand: Lucent Technologies
4. TREW Gear: Is Amazon the Trail to Growth
5. Warriors Gaming Squad

6. Huawei: How Can We Lead the Way?

Purchase all cases from Harvard Business Publishing at: https://hbsp.harvard.edu/import/1133394
Note: You may need to register on the HBS site if you do not already have a student account. Simply click on the "Register" link and enter your information along with your NJIT email address. The list of cases is also provided above for reference.

Program Learning Goals and Objectives (PLGO) and Program Learning Outcomes (PLO): M.B.A. and M.S.M

M.B.A. PROGRAM LEARNING GOALS AND OBJECTIVES (PLGO) AND PROGRAM LEARNING OUTCOMES (PLO): The program integration of inter-related courses yields the following themes in MTSOM's graduate curriculum. Thus, upon completion of this course, student skills and learning will be augmented in the following areas:

PLGO 1: CRITICALLY INTEGRATE AND SYNTHESIZE THE STRATEGIC FUNCTIONAL AREAS TO PROVIDE BUSINESS SOLUTIONS
- PLO 1.1: Students will be able to critically think and provide solutions for business problems.

PLGO 2: ORAL ARTICULATION AND WRITTEN COMMUNICATIONS
- PLO 2.1: Students will be able to effectively deliver technology driven digital multi-media presentations.
- PLO 2.2: Students will have the ability to write cogent reports.

PLGO 3: LEADERSHIP AND MANAGEMENT OF TEAM DYNAMICS (Not Applicable For This Course.)
- PLO 3.1: Students will be able to employ proven team building strategies and management principles that foster team cooperation as well as processes for conflict resolution.

PLGO 4: MORAL, ETHICS, CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY
- PLO 4.1: Students will formulate effective business decisions that are grounded upon moral and ethical decision-making frameworks.
- PLO 4.2: Students will make sound business decisions that embed corporate social responsibility and sustainability principles.

PLGO 5: EMPLOYING TECHNOLOGY FOR DATA ACQUISITION AND ANALYSIS
- PLO 5.1: Students will be able to employ appropriate quantitative methods and technological tools (hardware and software) to resolve business problems.

PLGO 6: IMPACT OF GLOBALIZATION ON BUSINESS
- PLO 6.1: Students will be able to identify emergent strategies for leveraging globalization efforts that attain super-ordinate organizational goals.

M.S.M. PROGRAM LEARNING GOALS AND OBJECTIVES (PLGO) AND PROGRAM LEARNING OUTCOMES (PLO): The program integration of inter-related courses yields the following themes in MTSOM's graduate curriculum. Thus, upon completion of this course, student skills and learning will be augmented in the following areas:

PLGO 1: CRITICAL THINKING AND ANALYTICAL KNOWLEDGE RELATED TO THE TECHNOLOGY APPLICATIONS IN BUSINESS
- PLO 1.1: Students will exhibit the ability to analyze and use quantitative methodologies to evaluate financial policies.

- PLO 1.2: Students will demonstrate the ability to assess, evaluate and compare similar technologies.

PLGO 2: ABILITY TO PROVIDE SOLUTIONS TO MANAGEMENT PROBLEMS RELATED TO THE AREA OF SPECIALIZATION

- PLO 2.1: Students will be able to critically synthesize appropriate concepts that provide integrated solutions to problems in the selected concentration area.

PLGO 3: ORAL ARTICULATION AND WRITTEN COMMUNICATIONS ACROSS DISCIPLINES

- PLO 3.1: Students will be able to effectively deliver technology driven digital multimedia presentations.
- PLO 3.2: Students will have the ability to write cogent reports.

Course Website

Please go to https://canvas.njit.edu/. The Canvas site is where most course materials are posted. Make sure you have an NJIT UCID and password so that you are able to access Canvas. I will use Canvas to post announcements and supplemental materials throughout the semester. **So, please be sure to check the site (https://canvas.njit.edu/) frequently. Please contact helpdesk (973-596-2900) for problems associated with Canvas.**

Course Deliverables/ Final Grade Components

Your grade for this course will be based on the following components:

<u>Component</u>	<u>Individual/ Group Assignment</u>	*<u>Total</u>*
Article Presentation	**Group Assignment**	*1 @ 15 = 15 pts*
Topic Discussions	**Group Assignment**	*1 @ 15 = 15 pts*
Business Case Summaries	**Individual Assignment**	*6 @ 5 = 30 pts*
Exams	**Individual Assignment**	*2 @ 20 = 40 pts*
TOTAL		***= 100 pts***

Article Presentation

In groups of 3, students will locate at least one article published within the past year that delves into a tech company's intriguing marketing endeavors that you would like to use for your presentation. You should be looking for articles that discuss interesting things like launching new gadgets, catchy ads, changing how they package stuff or show off their brand, and digital marketing strategies. The article you pick should come from trusted business sources like *The Wall Street Journal*, *Fortune*, *Forbes*, *Business Week*, *Entrepreneur*, *Inc.*, *Advertising Age*, and others like them. Before beginning this assignment, the article(s) should receive my approval.

For the group presentation you should include the following:
1. Article(s) Summary: Concisely summarize the article(s), and don't forget to add a link to the article(s).

2. Company Exploration: Learn about the company (or companies) the article discusses. Tell us what industry they're in, a bit about their history, what they're selling, and how they're selling it. How do the actions reported support its marketing strategy?
3. Industry Analysis: What are the greatest opportunities and threats?
4. Ethical Behavior: Is this company acting ethically towards consumers, competitors, and society as a whole?
5. Forward-Thinking Insights: Share your own ideas about what they should do next, based on how their strategy's working out so far.

Topic Discussions

In groups of 3, students will present to the class and will lead a discussion on relevant topics related to marketing for technology-based organizations, such as 'Value Propositioning and Positioning', 'Managing Pricing', etc. All the specific materials for this assignment, including the specific questions that should be covered, will be provided by the instructor on Canvas.

Business Case Summaries

You will study six different business cases as a means to supplement the materials covered in the textbook. In these six cases, you will learn about how the elements studied in the chapters of the textbook were applied in real life. Based on the case and your understanding of the materials, you will develop a 2-3 page Word document (around 1000 words) addressing specific questions related to the topic. The specific questions for each case and more details about these assignments are included in the Canvas site of the course.

Exams

- **Exam 1:** will be given in week 8 and will cover Chapters 1 – 9 and other material covered up to this date;
- **Exam 2:** will be given in Final Exams Week and will cover Chapters 10 – 15, 17, 21 and other material covered throughout the semester.

The tests will cover the assigned reading materials from the textbook, expert lectures, and cases studies. Both exams will be available on Canvas. Please, have the *Respondus LockDown Browser and Monitor* software ready prior to taking the exam.

Severe illness or an emergency situation are the only legitimate reasons for not taking a scheduled test. Legitimate documentation of the emergency must be presented and approved by the office of the Dean of Students before a makeup test will be considered

Final Grades

Grades are a reflection of the level of understanding of course content. Therefore, to achieve the grade of A or B in this class expect to:
- Be active during the entire course.
- Read and understand all the class materials.
- Turn in all course deliverables in a timely and professional manner.
- Do not procrastinate. Do not develop any of the course deliverables when it is already the due date.
- Be an active member of your group and contribute with ideas and suggestions for both the simulation and the final project.

With less preparation and participation expect the grade of C or lower.

Final course grades will be based on the following scale (there will be NO curve):

Grading Scale

A	B+	B	C+	C	F
90%–100%	85%–89%	80%–84%	75%–79%	70%–74%	0%–69%

Email Etiquette

This is a business course and the expectation is that you will conform to appropriate business letter writing practice in all of your email to me. The following are the basics.

- Put the course name (e.g. Marketing 632 or MRKT-632) in the subject line
- Identify the subject of the e-mail with a brief but descriptive summary of the topic: include a proper salutation (e.g. Professor Fresneda), and the assignment details such as the title, homework, or test.
- Proofread your e-mail for proper sentence structure, capitalization, spelling and punctuation.
- Conclude the e-mail message with a proper closing (e.g. Regards, Sincerely) and your full name.

(Note: Do not e-mail requests for additional grade points unless there is an error in the grading. Please note that any grade discrepancies must be addressed within 2 weeks of the assignment due date. Grades are not 'given out' by the professor; they are 'earned' by the student. So, make sure that you 'earn' a grade that you can live with.)

Late Assignments

Late assignments will not be accepted for grading unless there is a severe illness or an emergency situation. In these cases, legitimate documentation of the emergency must be presented and approved by the office of the Dean of Students before extensions will be granted.

Academic Integrity

Academic Integrity is the cornerstone of higher education and is central to the ideals of this course and the university. Cheating is strictly prohibited and devalues the degree that you are working on. As a member of the NJIT community, it is your responsibility to protect your educational investment by knowing and following the academic code of integrity policy that is found at:

http://www5.njit.edu/policies/sites/policies/files/academic-integrity-code.pdf.

Please note that it is my professional obligation and responsibility to report any academic misconduct to the Dean of Students Office. Any student found in violation of the code by cheating, plagiarizing or using any online software inappropriately will result in disciplinary action. This may include a failing grade of F, and/or suspension or dismissal from the university. If you have any questions about the code of Academic Integrity, please contact the Dean of Students Office at dos@njit.edu. I may submit your assignments to *Turnitin* to check for plagiarism if there are clear signs of cheating.

Final Comments

Students registered for this course assume full responsibility for reading and understanding the course policies as stated above.

#	Week of:	Topics	Readings (**Mandatory**/supplementary)	Assignments due (Individual/Group)

1	Jan 16	- Introduction and Course Overview - Defining Marketing for the New Realities	**- Chapter 1: Defining Marketing for the New Realities**	
2	Jan 22	- Marketing Planning and Management	**- Chapter 2 Marketing Planning and Management**	**- Case Summary: Prosper – Marketing Fit (due on Sunday Jan 28, by midnight)**
3	Jan 29	- Understanding the Market	**- Chapter 3 Analyzing Consumer Markets** **- Chapter 4 Analyzing Business Markets** - Article: The heart in organizational buying: marketers' understanding of emotions and decision-making of buyers	**- Topic Discussion #1: Understanding the Market (in-class)**
4	Feb 05	- Developing a Viable Market Strategy - Identifying Market Segments and Target Customers	**- Chapter 6 Identifying Market Segments and Target Customers**	**- Case Summary: Microsoft Surface Hub 2S (due on Sunday Feb 04, by midnight)** **- Article Presentation #1**
5	Feb 12	- Developing a Viable Market Strategy - Crafting a Customer Value Proposition and Positioning	**- Chapter 7 Crafting a Customer Value Proposition and Positioning** - Article: Meta's Threads Now Has to Keep Its Millions of Users Engaged - Article: Here's How Twitter Could Become Irrelevant - Article: Twitter Starts Sharing Ad Revenue With Creators	**- Topic Discussion #2: Value Proposition and Positioning (in-class)**
6	Feb 19	- Conducting Marketing Research	**- Chapter 5 Conducting Marketing Research** - Article: Validating Product-Market Fit in the Real World - Article: Why Coca-Cola's 'New Coke' Flopped	**- Article Presentation #2**
7	Feb 26	- Designing and Managing Products and Services	**- Chapter 8 Designing and Managing Products** **- Chapter 9 Designing and Managing Services** - Article: The 'Product Vs. Services' Conundrum, Forbes - Article: *ScaleFactor* Raised $100 Million In A Year Then Blamed Covid-19 For Its Demise. Employees Say It Had Much Bigger Problems, Forbes - Article: Killed by Google: Do you remember these products and services?	**- Topic Discussion #3: Managing Products and Services (in-class)**
8	Mar 04	- Building Strong Brands	**- Chapter 10 Building Strong Brands** - Article: Product Branding Takes a Deadpan Turn, Starring 'The', WSJ	**- Case Summary: Creating a Corp Identity: Lucent Technologies (due on Sunday March 10, by midnight)** **- Exam 1**
Mar 11 – 17			**Spring Break**	

9	Mar 18	- Managing Pricing and Sales Promotions	**- Chapter 11 Managing Pricing and Sales Promotions** - Article: Netflix global pricing strategy, 2022, S&P Global Market Intelligence - Article: Netflix Starts to Crack Down on Password Sharing, NYT - Article: *Streamflation* is here and Media Companies are Betting You'll Pay Up, WSJ - Article: Companies Look to Pay Tech Vendors Based on Business Outcomes, Not Usage	**- Topic Discussion #4: Managing Pricing (in-class)**
10	Mar 25	- Delivering Value	**- Chapter 15 Designing and Managing Distribution Channels**	**- Case Summary: TREW Gear: Is Amazon the Trail to Growth (due on Sunday March 31, by midnight)** **- Article Presentation #3**
11	Apr 01	- Communicating Value Part 1	**- Chapter 12 Managing Marketing Communications** **- Chapter 13 Designing an Integrated Marketing Campaign in the Digital Age** - Article: A Billboard for the Living Room? How Telly Wants Advertisers to Pay for Your TV Set, WSJ - Article: Video Ads Are Coming to All Your Uber Apps, WSJ - Article: Lyft to Expand Its Ad Business as New CEO Eyes a Turnaround	**- Topic Discussion #5: Promotion (in-class)**
12	Apr 08	- Communicating Value Part 2	**- Chapter 14 Personal Selling and Direct Marketing**	**- Case Summary: Warriors Gaming Squad (due on Sunday April 14, by midnight)**
13	Apr 15	- Driving Growth in Competitive Markets	**- Chapter 17 Driving Growth in Competitive Markets** - Article: Huawei Phone Is Latest Shot Fired in the U.S.-China Tech War, NYT - Article: Huawei's Breakthrough Still Shows China's Limits in Tech Race - Article: Apple Faces New Challenge in China as Huawei Releases High-Speed Phone	**- Case Summary: Huawei: How Can We Lead the Way? (due on Sunday April 21, by midnight)** **- Article Presentation #4**
14	Apr 22	- Socially Responsible and Ethical Marketing	**- Chapter 21 Socially Responsible Marketing** - Article: Frameworks for Analyzing Marketing Ethics - Article: 10 Principles for Modern Marketing	**- Article Presentation #5**
May 01 & 02		**Reading days**		
Final Exams Week (May 03 - May 09)				**- Exam 2**