I. COURSE DESCRIPTION

A capstone marketing course that utilizes case studies to simulate real-world business situations. The analyses provide guidance to students in developing analytical, decision-making and presentation skills.

Prerequisites: MAR 3503 and 4613 with a minimum grade of C.

II. COURSE OBJECTIVES

*Marketing is not the art of finding clever ways to dispose of what you make. Marketing is the art of creating genuine customer value. It is the art of helping your customers become better off. The marketer’s watchwords are quality, service, and value.*
— Philip Kotler

This three-hour credit course has a number of objectives. Not only is it concerned with the reaffirmation of concepts, theories, and strategies, it is also concerned with the development of essential skills. Through this course, one will further develop critical thinking, diagnostic and problem-solving, team-building, analytical, and written and oral communication skills. Employers are increasingly placing an emphasis on essential skills and through this course these skills will be sharpened and one’s confidence enhanced. Lectures also offer the opportunity to supplement text and case material and to add additional theoretical perspectives. Further, upon completion of this course, students should be able to:

- Demonstrate an understanding of the foundational and financial aspects of strategic marketing management.
- Assess business-marketing situations through case analysis.
- Explain the role of opportunity analysis and the tenets of strategic target marketing.
- Express an understanding of the role of product, pricing, communication, and distribution strategies and management.
- Recognize the importance of marketing strategy reformulation and control.
- Display an understanding of the global dimensions of marketing strategy.

The course addresses the following Academic Learning Compact goal for the marketing discipline:
- Identify marketing problems and formulate problem solving strategies.
- Prepare effective written reports.

It also addresses the following college-wide goal:
- Apply critical thinking skills to business problems.

III. REQUIRED TEXT

IV. COURSE METHOD

The course reflects the usage of an integrated pedagogical framework consisting of the text, lecturers, slides, and cases. Course slides are available on CANVAS and are associated with class meeting numbers. Additionally, ten cases have been selected to supplement the text. These cases are also available on CANVAS and may be found under designated class meetings.

*Note: Our class meetings will not be a review of text material. Lectures are designed to supplement the text and time will be allocated for the presentation and discussion of cases and other germane material.

V. COURSE REQUIREMENTS

There will be a total of 16 graded marketing cases that are to be discussed in class. Of these cases, eight of them are to be analyzed and written up by two-person teams.

Case Analysis Preparation

Problems worthy of attack prove their worth by biting back!
—Old Swedish proverb

A case presents an actual strategy situation. Each case provides a scenario for use in strategic diagnosis and strategic choice. Cases serve four important teaching/learning aims:

1. They offer you an opportunity to diagnose an organization’s business and marketing strategies. You then develop strategic recommendations.
2. Each case offers an interesting marketplace situation for learning and applying the strategic concepts and decision-making processes covered in the course.
3. Class discussion of the case will help you to improve your analysis skills in preparing and presenting management briefings.
4. Preparation of written analyses for hand-in cases will help you to develop your writing skills.

All case write-ups are to include the following information:

- Presentation of the primary problem with accompanying rationale
- Presentation of secondary problems
- Development of recommended solutions for primary and secondary problems, including any necessary implementation guidelines

Case Procedure

The sixteen marketing cases have assigned numbers, which are in parentheses. Those cases with even numbers are to be critically analyzed and written up by student teams who possess even team numbers. Therefore, it follows that the odd-numbered cases will be analyzed and written up by student teams with odd team numbers. The write-ups should not exceed two double-spaced, typed pages using a 12-point font. A one-page Appendix may be attached to the write-up to help show any analytics that support a recommendation.

It is critical that each case write-up contain the following statement: the primary problem is … The primary problem is the omnibus or over-arching issue and its identification relative to possible alternatives will require critical thinking. After presenting the problem, provide a rationale or reason for its selection. In other words, why is the identified problem the critical or overriding issue? By the way, if you were a consultant, your client would want to know the basis for your decision. Your case write-up is no different.

Your recommendations for solving primary and secondary problems needs to be specific and they should provide direction and guidance. Do not merely say “the firm needs to do research or the firm needs new products.” Such recommendations are directionless.
Additionally, a case is to be part of the mid-term and another case is to be a part of the final exam. The mid-term and the final exam will address lecture material (15-minute time allocation) and the write-up of a case that will be supplied in class on the exam date. The time allocation for the case write-up is one hour. Class attendance and active participation are also course requirements.

Of eight odd or even numbered teams, each team will present to the class two cases that they have written-up. The presentations should not exceed ten minutes in duration. These presentations are not to be a mere reading to the class of a team’s case write-up. The use of visual aids is encouraged (e.g., power-points), yet reading from hand-held cue cards and/or reading the monitor is not.

Each non-participating team will be called upon twice during the semester to critique case presenters. These critiques will be graded as to the efficacy of the comments made. Comments should be succinct and should not exceed five minutes. Complimenting a team is not a critique. Instead, a critical evaluation of the primary problem identified is the key. Pertinent student observations will also be noted and will contribute to one’s participation grade.

**Course Grading**

*Education is not the filling of a pail, but the lighting of a fire.*
—William Butler Yeats

The following means of assessment portray the weightings assigned to grade components:

<table>
<thead>
<tr>
<th>Component Description</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Case write-ups using a team format (8)*</td>
<td>56%</td>
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<tr>
<td>Class participation [7%] and team critiques [7%]</td>
<td>14%</td>
</tr>
<tr>
<td>Mid-term exam (test question [8%] and case [7%])</td>
<td>15%</td>
</tr>
<tr>
<td>Final exam (test question [8%] and case [7%])</td>
<td>15%</td>
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<tr>
<td>Note: All team efforts will involve a peer evaluation.</td>
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<tr>
<td>Also, a plus-and-minus grading system will be followed</td>
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<tr>
<td>in the presentation of final grades.</td>
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</tbody>
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*In the event of a schedule adjustment which requires a reduction in cases (e.g., 7 cases instead of 8 per team), the evaluation weight of 56% will still exist.

**VI. HELLO QUIZ**

In addition to the above course requirements, the Federal government and FGCU require verification of your enrollment through the answering a simple question using a quiz format. You must complete the quiz by January 13th by 5:00 p.m. The access code to take this quiz will be emailed to you via CANVAS. The quiz will also be domiciled on CANVAS.

**VII. INSTRUCTOR INFORMATION**

Dr. Stuart Van Auken  
Position: Alico Chair in Marketing  
Office: Lutgert Hall, Room 3308  
Phone: 239-590-7382  
E-mail: svanauke@fgcu.edu

Office hours: Tuesdays and Thursdays, 2:15-3:15 p.m., and Wednesdays 3:30 – 6:30 p.m.; other times by appointment.
VIII. ACADEMIC BEHAVIOR STANDARDS AND ACADEMIC DISHONESTY

All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under the **Student Code of Conduct** and **Policies and Procedures** sections. All students are expected to study this document, which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at http://studentservices.fgcu.edu/judicialaffairs/new.html.

IX. DISABILITY ACCOMMODATION SERVICES

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university’s guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please contact the Office of Adaptive Services. The phone number is 239-590-7956 or TTY 239-590-7930.

There will be no audio or video recording of this class unless approved by the Office of Adaptive Services. The use of laptops in class is also restricted to those who have received permission from the instructor.

X. STUDENT OBSERVANCE OF RELIGIOUS HOLIDAYS

For insight into FGCU General Counsel Policies, please go to the following web location: http://www.fgcu.edu/generalcounsel/policies-view.asp.

XI. CLASS MEETINGS

1. Orientation and Introduction; Marketing Strategy and Planning
   Chapters 1 & 3; Slides: CANVAS

2. Marketing Strategy and Planning Continued
   Slides: CANVAS

3. Market Segmentation
   Slides: CANVAS
   Chapter 4

4. Practice Case: Tender Care Disposable Diapers
   CANVAS

5. Pfizer B Case (1)
   CANVAS

6. Yoplait Case (2)
   CANVAS

7. Product Development
   Slides: CANVAS
   Chapter 5

8. Campbell Soup Case (3)
   CANVAS

9. Continuous Learning
   Slides: CANVAS

10. Pepsi Cola Case (4)
    CANVAS
11. Reebok International Ltd. Case (5)  
   CANVAS


13. Marketing Analytics  
   Slides: CANVAS  
   Chapter 2

14. Mid-Term  
   (Quiz and Case)

15. Custom Research Case (7)  
   CANVAS

16. Iridium Case (8)  
   CANVAS

17. Integrated Marketing Communications  
   Slides: CANVAS  
   Chapter 6


20. Marketing Channels  
   Slides: CANVAS  
   Chapter 7


22. VF Brands Case (12): pp. 437-452

23. Pricing  
   Slides: CANVAS  
   Chapter 8


25. Calloway Golf Case (14)  
   CANVAS  
   Chapter 9 (Reformulation and Control)

26. Global Marketing  
   Slides: CANVAS  
   Chapter 10

27. Audi Case (15)  
   CANVAS

28. Volvo Case (16)  
   CANVAS

29. Outcome Assessments

30. Final Exam (Quiz and Case)