

MKT 7010 (G01) (3.0 CH)
MARKETING MANAGEMENT
FALL 2023

INSTRUCTOR

Name:	Mehmit Yanit	Office	
		Location:	
Phone:		Office Hours:	
Email:	Mehmet.Yanit@umanitoba.ca	Class Room:	530 Drake
		Class Time:	Monday 6:15 – 9:30 PM

COURSE DESCRIPTION

This is a fundamental marketing course for MBA programs designed to introduce the basic marketing principles and teach students how to think strategically in marketing. In this class, instead of memorizing the jargon, technical terms, and explanations from a textbook and forgetting them after this course, we will use **EXPERIENTIAL LEARNING** to help us absorb the knowledge. Therefore, each of you will be randomly assigned to 1 of the 5 imaginary companies. Throughout the semester, you will be a part of the brain team that manages the company. In your in-class presentations, you will approach the given matters from the perspective of your own imaginary company. These presentations will not be graded, they will be used to give you feedback for your final group deliverable. You will have full freedom on how to construct your company as a team (I will only provide you with the industry information that your company is supposed to be operating in) including the name, the logo, the hierarchical structure, simply everything. Using what we learn from the class, you will make analyses, inferences, and strategic decisions to understand, internalize and manipulate the consumer behavior and perceptions for your own company in certain scenarios.

Finally, I highly recommend taking notes during the class. I will particularly emphasize the topics that I will ask questions about in your exams.

I tried to make this class as entertaining and as creativity-stimulating as possible, to provide you with an interactive and appealing learning experience! I hope you guys will enjoy it!

COURSE OBJECTIVES

This course is intended to:

1. To develop a general overview and understanding of marketing concepts
2. To develop an appreciation of political, economic, social, and psychological influences affecting marketing transactions.
3. To apprise the student of techniques and strategies for competing in marketplace.

To inform the student of several theoretical paradigms which seek to explain consumer behavior

COURSE MATERIALS

Philip Kotler/ Kevin L. Keller/Alexander Chernev: Marketing Management 16th Edition. 2021. **ISBN-13: 9780137344161.**

An e-book of the textbook is available at the Campus Bookstore. If you are purchasing an e-book, it is strongly recommended you buy it from the bookstore so that you can access it during the online open-book exams. An e-text from other vendors will not be accessible during exams.

Due to the inability of the human brain to take in too much in too little time, we will not be able to cover the book in its entirety. However, the important portions will be discussed.

Please respect copyright laws. Photocopying textbooks, cases, or other reading material is a violation of copyright laws and is unethical, unless permission to copy has been obtained.

COURSE ASSESSMENT

Quiz 1	- 30%
Quiz 2	- 30 %
Final Group Deliverable	- 20 %
Class Participation	- 10 %
Peer Evaluations	- 10 %

This course will be using the following letter-grading scheme:

Cumulative Marks	Grade	GPA	Performance
93-100	A+	4.5	Excellent
87-92.99	A	4.0	Very Good
80-86.99	B+	3.5	Good
75-79.99	B	3.0	Satisfactory
70-74.99	C+	2.5	Marginal
65-69.99	C	2.0	Unsatisfactory
60-64.99	D	1.0	Unsatisfactory
Below 60	F	0.0	Unsatisfactory

Your grades on all components will be communicated to you via *UM Learn*.

Quizzes: Quizzes measure your performance by asking you questions in a hypothetical scenario enabling you to apply your knowledge to unseen situations. The exams will be answered in paragraphs for each question. You should show how much content you have absorbed from the course as clearly and as much as possible. These scenarios will be apart from your own imaginary companies. Therefore, no group work will be included in your answers.

Final Presentation: Final Presentation will be based on your imaginary companies. You will be taking actions against certain situations that affect you and your consumers' behavior in the market using the class material. I will be assigning you problems to solve about your companies. The problems you will face weekly will help you build your final presentation. Weekly presentations won't be graded. Therefore, weekly presentations are only an opportunity for you to present how you are approaching marketing problems as a group and receive corrections if needed. SO RELAX...You can later add corrected versions to your final presentation. This way you don't have to wait until the end and work on a whole presentation from scratch the last week of the class.

Class Participation: You will be graded based on the quality (and to a lesser extent, quantity) of your contribution to class discussions.

Peer Evaluations: I cannot know how your peers perform in group work. This is your opportunity to evaluate your group members' participation in group works and their performance. At the end of the course, I will deliver a survey in which you will be able to evaluate your group members.

NOTE: Class attendance is required. Missing more than 20% of this course due to absence from lectures may result in a failing grade. It is your responsibility to inform your professor, in advance if possible, of your absence and the reason for it:

- 1) if **medical**, self-declaration form must be submitted for an illness lasting 5 consecutive days or less <https://umanitoba.ca/governance/governing-documents-students#self-declaration-for-brief-or-temporary-student-absences>, no later than 48 hours after the end of the brief absence; a medical note from your physician must be submitted for an illness lasting more than 5 days;
- 2) if a **work commitment**, a signed letter on letterhead from your supervisor is required in advance, noting clearly the date(s) you must be away for your work commitment(s);
- 3) if for **student competitions**, an email from your Asper team coach must be received in advance indicating the dates you are away at competition.

The professor will then decide how to deal with the impact of the missed classes on your final grade.

COURSE SCHEDULE

Day	Chapter	Content/Assignment Due date
September 18	Course Outline and introductions Ch1: Defining Marketing for the New Realities	
September 25	Ch2: Marketing Planning and Management	
October 2	Ch3: Analyzing Consumer Markets	
October 9	Ch4: Analyzing Business Markets	Presentation 1
October 16	Ch5: Conducting Marketing Research	
October 23	Ch6: Identifying Market Segments and Target Customers	Quiz 1 (Ch1, Ch2, Ch3, Ch4, Ch5)
October 30	Ch7: Crafting a Customer Value Proposition and Positioning	Presentation 2
November 6	Ch8: Designing and Managing Products	
November 13	Ch10: Building Strong Brands	
November 20	Ch11: Managing Pricing and Sales Promotions	Presentation 3
November 27	Ch 12: Consumer Behavior (This Chapter is a customly designed chapter by the instructor.)	

December 4	Group Work on Final Project with Instructor's Assistance	Quiz 2 (Ch6, Ch7, Ch8, Ch10, Ch11. Ch 12)
December 11	Final Presentations –	Deliverable due 11:59 pm

ACADEMIC REGULATIONS AND STUDENT SERVICES

HUMAN ETHICS APPROVAL FOR DATA COLLECTION

As part of coursework, if you will be collecting data from people who are not students in this class, you must obtain Human Ethics approval from the UofM's Research Ethics Board (REB) prior to data collection. This applies to data collection such as surveys, interviews, focus groups, experiments, video recording, etc., where a respondent is solicited for participation.

If the entire class will be working on the same project, your instructor will apply for human ethics approval from the REB. If individuals or small groups of students will be working on different projects, it is the responsibility of the students to obtain approval (only one group member needs to apply). Your instructor will tell you whether s/he will be or you need to. **When in doubt, please talk to your instructor.**

Instructions and forms to apply for human ethics approval can be found at:
<http://umanitoba.ca/research/orec/ethics/guidelines.html>

In most cases, you will be using the "Protocol Submission Form" which is under the "REB Forms - Fort Garry Campus" heading.

It can take up to six weeks to process human ethics applications and obtain approval. Therefore, plan early. Note that approval must be obtained prior to data collection and cannot be obtained during the data collection phase or retroactively. Violation can get you, your instructor, and the Asper School in serious trouble with the REB.

The following do not require REB approval:

- a) Projects where students are conducting the research on themselves during class time;
- b) Projects involving the use of records or information that is in the public domain, including the use of anonymous secondary data and surveys or questionnaires that have already been published;
- c) Projects involving the use of naturalistic observation where there is no reasonable expectation of privacy (i.e. public park).
- d) Practicum or job training projects where students are fully integrated into the organization's operational practices and are not conducting research;
- e) Projects where the intent is to use the information to provide advice, diagnosis, identification of appropriate interventions or general advice for a client;

- f) Projects where the intent is to develop skills which are standard practice within a profession (e.g. observation, assessment, intervention, evaluation, auditing); or
- g) Projects where the information gathering processes are part of the normal professional relationship between the student and the participants.

If you have any questions, please contact humanethics@umanitoba.ca or your instructor.

UNCLAIMED ASSIGNMENT POLICY

Pursuant to the FIPPA Review Committee’s approved recommendations of August 15, 2007, all unclaimed student assignments will become the property of the faculty and will be subject to destruction six months after the completion of any given academic term.

STUDENT SERVICES AND SUPPORTS

The University of Manitoba provides many different services that can enhance learning and provide support for a variety of academic and personal concerns. You are encouraged to visit the below websites to learn more about these services and supports. If you have any questions or concerns, please do not hesitate to contact your instructor or the Graduate Program Office.

For Information on...	...follow this link
Course Outlines, Year-at-a-Glance, Concentrations, Textbooks, VW Dates and Final Exams	Asper Graduate Student Resources
Exam Rescheduling Policy - <i>Please refer to Missing a Test/Exam on page 18 of the MBA Student Handbook</i>	MBA Student Handbook
Help with research needs such as books, journals, sources of data, how to cite, and writing	Library Resources
Tutors, workshops, and resources to help you improve your learning, writing, time management, and test-taking skills	Writing and Learning Support
Support and advocacy for students with disabilities to help them in their academic work and progress	Student Accessibility Services
Copyright-related questions and resources to help you avoid plagiarism or intellectual property violations	Copyright Office
Student discipline bylaws, policies and procedures on academic integrity and misconduct, appeal procedures	Academic Integrity
Policies & procedures with respect to student discipline or misconduct, including academic integrity violations	Student Discipline
Students’ rights & responsibilities, policies & procedures, and support services for academic or discipline concerns	Student Advocacy
Your rights and responsibilities as a student, in both academic and non-academic contexts	Your rights and responsibilities

Full range of medical services for any physical or mental health issues	University Health Service
Information on health topics, including physical/mental health, alcohol/substance use harms, and sexual assault	Health and Wellness
Any aspect of mental health, including anxiety, stress, depression, help with relationships or other life concerns, crisis services, and counselling.	Student Counselling Centre
Support services available for help regarding any aspect of student and campus life, especially safety issues	Student Support Case Management
Resources available on campus, for environmental, mental, physical, socio-cultural, and spiritual well-being	Live Well @ UofM
Help with any concerns of harassment, discrimination, or sexual assault	Respectful Work and Learning Environment
Concerns involving violence or threats, protocols for reporting, and how the university addresses them	Violent or Threatening Behavior

ACADEMIC INTEGRITY

I.H. Asper School of Business, The University of Manitoba

It is critical to the reputation of the I. H. Asper School of Business and of our degrees that everyone associated with our faculty behaves with the highest academic integrity. As the faculty that helps create business and government leaders, we have a special obligation to ensure that our ethical standards are beyond reproach. Any misconduct in our academic transactions violates this trust. The University of Manitoba Graduate Calendar addresses the issue of academic misconduct under the heading "Plagiarism and Cheating." Specifically, acts of academic misconduct include, but are not limited to:

- using the exact words of a published or unpublished author without quotation marks and without referencing the source of these words
- duplicating a table, graph or diagram, in whole or in part, without referencing the source
- paraphrasing the conceptual framework, research design, interpretation, or any other ideas of another person, whether written or verbal (e.g., personal communications, ideas from a verbal presentation) without referencing the source
- copying the answers of another student in any test, examination, or take-home assignment
- providing answers to another student in any test, examination, or take-home assignment
- taking any unauthorized materials into an examination or term test (crib notes)
- impersonating another student or allowing another person to impersonate oneself for the purpose of submitting academic work or writing any test or examination
- stealing or mutilating library materials
- accessing tests prior to the time and date of the sitting
- changing name or answer(s) on a test after that test has been graded and returned
- submitting the same paper or portions thereof for more than one assignment, without discussions with the instructors involved.

Many courses in the I. H. Asper School of Business require group projects. Students should be aware that group projects are subject to the same rules regarding academic misconduct. Because of the unique nature of group projects, all group members must exercise extraordinary care to insure that the group project does not violate the policy on Academic Integrity. Should a violation occur on a group project, all group members will be held jointly accountable, no matter what their individual level of involvement in the specific violation.

Some courses, while not requiring group projects, encourage students to work together in groups (or at least do not prohibit it) before submitting individual assignments. Students are encouraged to discuss this issue as it relates to academic integrity with their instructor to avoid violating this policy.

In the I. H. Asper School of Business, all suspected cases of academic misconduct involving a graduate student (i.e. MBA, MFin, MSCM, MSc or PhD student) will be reported directly by the instructor to the Dean of the Faculty of Graduate Studies.

AI TOOLS

AI tools can be used to enhance learning and problem-solving skills, but they should not replace independent thinking and learning. Students must exercise critical thinking when using AI tools and acknowledge their use in academic work. Prohibited uses include generating or completing academic work with AI tools without appropriate acknowledgement. Academic honesty is paramount, and students should accurately represent their individual effort and knowledge. Faculty will provide guidance on AI tool usage and incorporate discussions on AI ethics and academic integrity. Violations may lead to disciplinary actions, including academic penalties or suspension.

FACULTY BIOGRAPHY

I.H. Asper School of Business, The University of Manitoba



Dr. Mehmet Yanit is a sessional instructor in the marketing department. He is highly interested in Artificial Intelligence (AI) and its applications in marketing. His research also focuses on corporate crisis management. Using web scraping methods and big data techniques, He examines the sentiments of public responses to companies on Twitter during a crisis (e.g. COVID).

He holds a BSc in Industrial Engineering and a MA in International Competition and Trade and a Ph.D. in marketing. Previously, He worked in the marketing department of SONY Eurasia.