



## UNIVERSITY OF NEW YORK, TIRANA

Mkt 85      MARKETING MANAGEMENT

Fall 2007

**Professor:**    Farouk Heiba (PhD. The Wharton School, University of Pennsylvania)  
**Office:**        Administrative Building – Room 4C  
**Phone:**        069 34 18 574  
**Email:**         fheiba@unyt.edu.al  
**Office Hours:** To be announced later

**“There are four types of managers:**

Those who make things happen  
Those who watch things happen  
Those who wonder what happened  
Those who do not care”

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**There is an old saying in Spain:**

“To be a bullfighter, you must first learn to be a bull.”

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“Companies should think about the millennium as a golden opportunity to gain mindshare and heartshare..

It is no longer enough to satisfy customers, you must delight them.”

Philip Kotler

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“It is more important to do what is strategically right than what is immediately profitable.”

Philip Kotler

Address:  
Rr. “Komuna e Parisit” (Prane Kopshtit Botanik)  
Tirana, Albania

Telephone: +355 4 273056-8  
Fax:         +355 4 273059  
Web site:<http://www.unyt.edu.al>

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## **A. Required Textbook & Readings**

1. Philip Kotler, Marketing Management 13<sup>th</sup> Ed, Prentice Hall, 2007
2. Al Ries and Jack Trout, Marketing Warfare, McGraw-Hill, 1986
3. Robert J. Dolan, Marketing Management: Text and Cases, Irwin/McGraw-Hill, 2007
4. Annual Editions Marketing, 2007-2008, Duskin Publishing Co., 2007

## **B. Objectives of the Course:**

To help the individual student:

1. Achieve an understanding of the marketing concept.
  - a. As a basis for general management decision making
  - b. As a framework for analyzing the market situations and strategic Marketing planning.
2. Understand the basic elements of the strategic marketing program, their underlying conceptual structures, and their interaction when comprehensive programs are taken into consideration.
3. Demonstrate high levels of analytical skill in a marketing context in defining problems, identifying opportunities, and interpreting their implications for decision making.
4. Establish profound knowledge of the strategic and tactical planning concepts and their applications to marketing.
5. To become acquainted with some of the behavioral and management science tools as well as the systems approach which can be applied to marketing problems and marketing planning.

## **C. Course Requirement and Weights:**

The course grades will depend upon the following weights

1. Mid-Term Exam	25%
2. Final exam	30%
3. Students assignments*	25%
4. Active student participation & attendance *	<u>20%</u>
Total	100%

## **D. Grading System**

A= 90-100	D = 60-69
B =80-89	F = x-59
C = 70-79	

(plus and minus will be applied)

**E. Pre-Questis:** Students are required to finish the pre –quesits courses.

**\* Students assignments:**

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Students assignments include a number of outside readings, critiques, case studies and oral presentation in class. The assignment guidelines and due dates will be discussed fully in class.

**\* Students participation:**

Students participation is very important and critical to the final grades. Even though the overall evaluation of student participation depends on the Instructor's Judgment, the following elements will be taken into account:

1. Attendance
2. Active participation in class discussion
3. Oral presentation performance
4. Positive contribution to groups' work
5. SERIOUSNESS and respecting the due dates of assignments

## Course Outline

### I. An overview of the course contents, objectives, and policies:

- A. Course Requirements and Grading System
- B. Group Organization
- C. Case Method
- D. Students Assignments

### II. Introduction to Marketing Management

- Readings: Text Ch. 1,2 and3: the Green Packing Company case; and Marketing Myopia by Levitt
- A. Nature and role of the Marketing in Today's Institutions
  - B. Tasks and Philosophies of Marketing
  - C. The Marketing System and Environment
  - D. Marketing and Society: the New Trend of Social Responsibility
  - E. Quality and Customer Satisfaction
  - F. Strategic management process
  - G. Globalization and strategic management
  - H. Internet & Strategic Management

### III. Marketing Planning and Strategy

- Readings: Text: Ch. 4,5 and 6, Make it Happen Thinking, by Heiba, Strategic Planning for Marketers by Wilson, George and Solomon; System Approach to Marketing by Lazar & Kelly; and Strategic Windows by Abell.
- A. Marketing Planning Methodologies
  - B. Strategic Management and Marketing Process
  - C. Strategic Marketing Development
  - D. Systems Approach and Philosophy

### IV. Marketing and Consumer Analysis

- Readings: Text: Ch. 7, 8, 9 and 10
- A. Strategic marketing intelligence
  - B. Consumer behaviour and marketing games

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- C. Market segmentation & positioning strategies
- D. Video presentation: marketing warfare

### V. **Product development and strategy**

Readings: Text: Ch. 11 and 12

- A. Product life cycle strategy
- B. New product development strategy
- C. Case study: “Sears Develops a New Product Concept”

### VI. **Marketing Mix Policy Formulation**

#### A. **Product Decisions**

Readings: Text: Ch. 14

- 1) Product Definition
- 2) Product Senses
- 3) Product Dimensions
- 4) Branding Strategy
- 5) Packaging, Labeling, Safety & Warranty Strategies`

#### B. **Price Decision**

Readings: Text: Ch. 16

1. Price Definition
2. The Role of Pricing in the Marketing Mix
3. Pricing Setting Constraints and Considerations
4. Pricing Strategies:
  - a) High Strategy
  - b) Low Strategy
  - c) Discount strategy

#### C. **Distribution Decision**

Readings : Text: Ch. 17 and 18

1. Introduction to distribution and channels of distribution
2. Types of channels of distribution
3. Merchant and agent middlemen
4. Direct vs indirect channels of distribution
5. Significance of channels of distribution
6. How to select a channel of distribution
7. The degree of channel selectivity
8. Channels of distribution policy
9. Important factors that influence the selection of channels of distribution

#### D. **Promotion Decision**

Readings: Text: Ch. 19, 20 and 21

1. Advertising
2. Sales Promotion
3. Personal Selling and other Type of Promotion
4. Bargning/Negotiation and Personal Selling

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5. Ethical issues in promotion

### **VII. Special Issues in Marketing Strategy**

Readings: Text: Ch. 13, 15 and other related reading materials.

- A. International Marketing & Globalization Trends
- B. Service Marketing
- C. Internet Marketing
- D. Look at the Future: Marketing in the 21<sup>st</sup> Century

### **VII. Summary and Conclusion**

*Good Luck and Best Wishes for Success*

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## **Case Study Format**

1. Background (brief summary)
2. Key problems and issues
3. Alternative solutions (scenarios)
4. Analysis of solutions
5. The best solutions
6. Summary

## **Case Study Organization**

### **I. The Group**

1. Each group takes 45 minutes for oral presentation
2. Fifteen (5) minutes for discussion, questions and answers
3. Fifteen (15) minutes for student evaluation.

### **II. The Class: Before Each Case Presentation**

Each student must submit one written page which includes:

- a. A brief summary of the current case presented
- b. Key problems and issues in the case
- c. Three five (3-5) critical questions to be asked for the group

### **III. Group Evaluation**

After each presentation the other members meet to evaluate (in writing) the case presentation based on the following criteria:

1. Preparation 20 points
2. Depth analysis (see case study format, outside research, conclusion, questions and answer handling) 50 points
3. Presentation (group dress, look and organization).  
30 points