

PEPPERDINE UNIVERSITY
THE GEORGE L. GRAZIADIO
SCHOOL OF BUSINESS AND MANAGEMENT

DEREK D. PODOBAS

MBA 646.12

MARKETING MANAGEMENT

SPRING 2008

TUESDAY

8AM-12 NOON

MALIBU

SYLLABUS

MARKETING MANAGEMENT

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SPRING 2008

TUESDAY, 8AM to 12 NOON

Location: Room P1

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Introduction

This course is designed for students who are interested in learning how contemporary technological advances transform the art and science of marketing. To be effective as a marketer, it is critical to consider new ways of reaching existing and potential customers when developing marketing or promotional strategies. The new media is here to stay. The world of marketing is changing in front of our eyes. These who cannot adapt will be cast aside.

Course Description

This hands-on, practical course augments classical ways of brand development by introducing the power of new media into marketing and promotional mixes.

This course is not about technology but about how technology is transforming the analytical, creative and delivery tools available to marketers.

Course Objectives

Key objectives of this course are to introduce students to the cutting-edge techniques and methodologies of customer data collection, analysis, reduction, and utilization in creating effective marketing programs. Recent technical developments change how customers should be reached, influenced, and retained. Students will learn how to build-in new technological capabilities into their everyday professional efforts.

Texts and Course Materials

Reading material, software models, and business cases will be distributed in class

Grading

Class Attendance and Participation	40%
Exams (2x20%)	40%
Group Project	20%

Attendance Policy

Your attendance will be required.

Conduct

This course may require electronic submission of essays, papers, or other written projects through the plagiarism detection service Turnitin (<http://www.turnitin.com>). Turnitin is an online plagiarism detection service that conducts textual similarity reviews of submitted papers. When papers are submitted to Turnitin, the service will retain a copy of the submitted work in the Turnitin database for the sole purpose of detecting plagiarism in future submitted works. Students retain copyright on their original course work. The use of Turnitin is subject to the Terms of Use agreement posted on the Turnitin.com website. You may request, in writing, to not have your papers submitted through Turnitin. If you choose to opt-out of the Turnitin submission process, you will need to provide additional research documentation and attach additional materials (to be clarified by the instructor) to help the instructor assess the originality of your work.

The University expects from all of its students and employees the highest standard of moral and ethical behavior in harmony with its Christian philosophy and purposes. Engaging in or promoting conduct or lifestyles inconsistent with traditional Christian values is not acceptable.

The following regulations apply to any person, graduate or undergraduate, who is enrolled as a Pepperdine University student. These rules are not to be interpreted as all-inclusive as to situations in which discipline will be invoked. They are illustrative, and the University reserves the right to take disciplinary action in appropriate circumstances not set out in this catalog. It is understood that each student who enrolls at Pepperdine University will assume the responsibilities involved by adhering to the regulations of the University. Students are expected to respect order, morality, personal honor, and the rights and property of others at all times. Examples of improper conduct for which students are subject to discipline are as follows:

- *Dishonesty in any form, including plagiarism, illegal copying of software, and knowingly furnishing false information to the University.*
- *Forgery, alteration, or misuse of University documents, records, or identification.*
- *Failure to comply with written or verbal directives of duly authorized University officials who are acting in the performance of assigned duties.*
- *Interference with the academic or administrative process of the University or any of the approved activities.*
- *Otherwise unprotected behavior that disrupts the classroom environment.*
- *Theft or damage to property.*
- *Violation of civil or criminal codes of local, state, or federal governments.*
- *Unauthorized use of or entry into University facilities.*

- *Violation of any stated policies or regulations governing student relationships to the University.*

Disciplinary action may involve, but is not limited to, one or a combination of the alternatives listed below:

Dismissal – *separation of the student from the University on a permanent basis.*

Suspension – *separation of the student from the University for a specified length of time.*

Probation – *status of the student indicating that the relationship with the University is tenuous and that the student's records will be reviewed periodically to determine suitability to remain enrolled. Specific limitations to and restrictions of the student's privileges may accompany probation."*

Policy on Disabilities

Assistance for Students with Disabilities

The Disability Services Office (DSO) offers a variety of services and accommodations to students with disabilities based on appropriate documentation, nature of disability, and academic need. In order to initiate services, students should meet with the Director of the DSO at the beginning of the semester to discuss reasonable accommodation. If a student does not request accommodation or provide documentation, the faculty member is under no obligation to provide accommodations. You may contact the Director of Disability Services at (310) 506-6500. For further information, visit the DSO Web site at: <http://www.pepperdine.edu/disabilityservices/>.

Schedule of Classes

Week	Content
1	<ul style="list-style-type: none"> • Introductions • Course overview • Historical perspective on technology and marketing • What data should be collected, how, and why?
2	<ul style="list-style-type: none"> • Data collection and reduction methodologies • Techniques of converting data into information and information into marketing insights • Overview of Bass' innovation diffusion model • Overview of database/CRM applications • Hands-on exercises
3	<ul style="list-style-type: none"> • Overview of key data collection technical architectures: <ul style="list-style-type: none"> ○ Point of Sales ○ Wireless ○ Supply Chain ○ Internet ○ IPTV ○ Podcasting ○ Blogging • Guest Speaker
4	<ul style="list-style-type: none"> • Use of data in: <ul style="list-style-type: none"> ○ Creating customer loyalty programs ○ Customer retention programs ○ Sales forecasting ○ New product development ○ Architecting customer "Conviction Chains" • Mid-term Exam
5	<ul style="list-style-type: none"> • Case Studies: Innovative technology driven marketing applications <ul style="list-style-type: none"> ○ Dijon Chicken –IT driven restaurant operations ○ American Idol-short code applications ○ Dell- Supply chain coordination ○ Facebook-Power of social networks
6	<ul style="list-style-type: none"> • "Crossing the Chasm" J. Moore classic concept • In class group exercises • Guest Speaker
7	<ul style="list-style-type: none"> • Course wrap-up • Group project presentations • Take-home Final Exam