



جامعة دبي
UNIVERSITY of DUBAI

COLLEGE OF BUSINESS ADMINISTRATION
MBA Course Syllabus
Semester:

Course code & No.: MBA 605
 Course Title: Marketing & International Relations
 Prerequisites: None
 Faculty Member:
 Contact Details: Email:; Phone:
 Class Hours: Time: Days: Room:
 Office Hours: Time: Days: Room:

Brief Course Description: (As in UD Catalog)

The course focuses on understanding customers, their preferences for designing appropriate products & services and in determining appropriate products & services, the way to conduct international relations, besides determining appropriate methods to communicate to capture & to deliver value to customers.

Course Objectives (CO): Upon completion of this course, students should be able to:

1. Develop marketing plan.
2. Formulate international marketing strategies for an organization

Course Learning Outcomes (CLO):

Upon completion of this course, students should be able to demonstrate the following outcomes (With linkage to CO):

1. **Evaluate** customers' preferences and buying behavior
2. **Demonstrate** the process of segmenting targeting markets and positioning products/services
3. **Design** products and services to meet customers' buying criteria
4. **Prepare a** marketing plan and **analyze** the elements
5. **Develop** and **evaluate** international marketing strategies

Blooms Taxonomy

(The following levels of Bloom's taxonomy have been used while developing the above CLO)

Bloom's level	3.Application (AP)	4. Analysis (AN)	5. Synthesis (S)	6.Evaluation (E)
CLO #	1,2	3	4	5

CLO Mapping: This table maps CLO's to: CO

CLO	Linked to CO
1	1
2	1
3	2
4	2
5	2

CLO Assessment Scheme

CLO	Class Work (marks)		Final Exam (marks) 30%
	Case Assignment 35%	Group Project(MarkStrat Simulation) 35%	
1	8		7
2	8		7
3	9		8
4		15	8
5		10	
Presentation	10	10	
Total	35	35	30

Each MBA course is assessed by a combination of class work (assignments/ quizzes, group work, simulations), and an examination. Class work constitutes 70% of the course grade and one examination at the end constitutes 30% of the course grade. The minimum required cumulative grade point average for MBA is 3.00 out of 4.00. Each course grade is distributed as under:

% Marks	Grade	Quality Points
> 95	A	4.0
90-94	A-	3.7
87-89	B+	3.5
83-86	B	3.0
80-82	B-	2.7
Below 80	F (Fail)	0

Case Assignment

The instructor will assign a set of 7 cases from different sources with adaptation to the local environment of UAE. Two of these cases (published by the Harvard Business Review) will be used in class. The other five-cases will be used as part of the individual and group assignments. At least one group assignment will require class presentation. Each individual case will deal with a management problem that is designed to reflect the characteristics of the local environment (UAE/GCC). Each case will require data analysis, interpretation, and recommendations to management. Each student is expected to spend about 105 hour's out-of-class time on readings, cases, and problem solving as follows:

Out-of-Class Time

Assignments and Cases	Approximate Out-of-Class Time
Case # 1 (individual assignment)	5hours
Case # 2 (Individual assignment)	5 hours
Case # 3 (individual assignment)	5 hours
Case # 4 (Group assignment)	10 hours
Case # 5 (Group assignments)	15 hours
Problem Solving	24 hours
Preparation for Presentation	10 hours
Readings (textbook, journal articles and supplemental readings)	36 hours

Teaching Methods: Teaching methods used in this course are Interactive learning, lectures, Case studies, MarkStrat Simulation,

Special note on Case studies: **A**; Special note on MarkStrat Simulation: **B**

A. For each case, there is a spread sheet question that involves quantitative analysis and/or modeling. The spread sheet question is signified in the discussion question in each case.

B. MarkStrat is a computer-based simulation game that allows you to practice the strategic market concepts and skills learned during the courses in a virtual market place. During the simulation, your study group will be competing with 3 other groups for six decision cycles, during which you will analyze market research in real time, formulate and revise your marketing strategy (segmentation, targeting, positioning) make practical marketing decisions (e.g. pricing, advertising, new product development) and learn from the reaction of the market.

Each simulation decision cycle takes 1-1.5 hours on average for your group, and you will spend probably more time on early rounds than later rounds due to the learning curve. Please schedule ahead of time to accommodate these group sessions. Your grade for the MarkStrat game will depend on your firm's financial performance (measured by key indices such as stock price, profitability and market share), on the quality of your strategy and implementation, and on the key lessons learned. You should keep a good record of your experience and strategies during the game. After the results from the final decision cycle are revealed, your team will prepare a written report (based on the rubric attached) and give a 15 minute presentation to the class based on the report.

Use of Modern Instructional Technology:

Power-point, Internet, Audiovisual, Online Databases, and Moodle Learning System

Day Week	Topic	Content	CLO	Assignment / Reading (Tasks detailed in a separate sheet at the end).
1	Introduction to Marketing Management	<ul style="list-style-type: none"> The new economy Marketing tasks Marketing concepts and tools Company orientations toward the marketplace How business and marketing are changing 	1	Chapter 1. (pp 1-19) Task 1 Visit: http://www.google.com/ads / positive ads
2	Consumer Behavior & Customer Analysis	<ul style="list-style-type: none"> Influencing buyer behavior Cultural factors Social factors Personal factors Psychological factors The buying decision process Stages of the buying decision process 	1	Chapter 4 (90-109) R.1- Task 2 Read ch.8, 10
3	Segmentation	<ul style="list-style-type: none"> Levels and patterns of market segmentation Market segmentation procedure Effective segmentation Bases for segmenting consumer markets Bases for segmenting business markets 	2	Chapter 8 (213-232)
4	Targeting & Positioning. Market Slot Simulation	<ul style="list-style-type: none"> Positioning according to Ries and Trout Positioning according to Treacy and Wiersema Positioning: how many ideas to promote Which positioning to promote Communicating the company's positioning 	2	Chapter 10 (268-276) R.2 Decision 1: due by class end time.
5	Pricing MarkStrat Simulation	<ul style="list-style-type: none"> Setting the price Determining demand Estimating cost Selecting pricing method Geographical pricing Promotional pricing Discriminatory pricing 	4	Chapter 14 (375-397) R.3- Task 3 R.4- task 4 Decision 2: due by class end time
6	New Product Development MarkStrat Simulation	<ul style="list-style-type: none"> Challenges in new-product development Organizational arrangements Managing the development process Commercialization Product development Market testing Consumer-adaptation process Stages in the adaptation process 	4	Chapter 20(565-588) Task 5 Decision 3 due by class end time
7	Marketing Communication MarkStrat Simulation	<ul style="list-style-type: none"> The communication process Developing effective communications Identify the target audience Determine the communication objectives Design the message Select the communication channels Establish the total marketing communications budget 	4	Chapter 17 (480- 480, 491-494) Decision 4: due by class end time
8	MarkStrat Simulation	Simulation Round 5	4	Decision 5: due by class end time
9	MarkStrat Simulation	Simulation round 6	5	Decision 6: due by end of class time
10	MarkStrat Simulation		5	Task 6. Group report due, 15 minutes presentation summarizing your experience, learning & strategies pursued.
Final Examination (Comprehensive)				

Educational Resources

Educational Resource	Description
Text Book Required	Philip Kotter and Kevin Lane Keller, Marketing Management: Analysis, Planning, Implementation & Control, 13 th edition, ISBN-13: 978-0136009986
Required Reading from EBSCO/Pro Quest in UD Library	R.1 Harrington & Tjan, "Transforming Strategy One Customer at a Time", <i>Harvard Business Review</i> , March 2008 R.2 Thaler, Richard H. (1999), "Mental Accounting Matters", <i>Journal of Behavioral Decision Making</i> , 12(3) R.3 "Losses in Space: Iridium's Downfall", <i>The Wall Street Journal</i> , August 18, 1999 R.4 Case: Rohm & Haas(A) – New Product Marketing Strategy, HBS 5-587-055

Tasks

1. Google started the service by selling advertisers "TV slots" (15/30 seconds advertising slots) made available through Dish TV network, but more recently has also gained access to slot inventory owned by NBC Universal. The TV ad slots are sold through a similar auction process that Google sells keywords for Internet search ads. The attraction is clear: TV advertising is a \$77.5 billion market capturing just a 2% share of that market would double Googles' current worldwide revenue.

With this information, be prepared to discuss the following questions in class:

- Will "Google TV ads" become a successful venture?
- What does Google ads" have going for it and what are the obstacles?
- What should "Google do to increase the probability of success?

2. After reading R.1, make a list of the various types of marketing research studies conducted by the Thomson Corporation. For each item on your list, What are the questions managerially important? In general, what are the Pros & Cons of this marketing research approach?

3. In the Iridium Case, Which stage in the new product development process do you think was most accountable for the products' failure? What would you have done differently?

4. Discussion question: Prior to launch, what reasons did Joan Macey have to be optimistic about the prospects for Kathon MWX?

- Why is Kathon MWX not selling?
- What is the economic value to customer (EVC) of MWX to the end user (i.e. What price of MWX would leave the user indifferent between using MWX and not using any biocide?)
- Similarly, What would be the breakeven price for an individual supply/machine tool distributor (i.e. What price would leave these intermediaries indifferent between selling MWX and not selling it?) Note that you do not have the data to calculate the breakeven in terms of profit for the intermediaries, but you can calculate it in terms of revenues, What do the analyses above tell you about MWX's current price?
- What would you recommend to Joan Macey to increase sales and get MWX on track?
- How feasible is each of your recommendation for Rohm & Haas?
- Where in the New Product Development (NPD) process did Rohm & Haas go wrong? What should they have done differently?

5. Pick an ad in Dubai that you consider highly effective and an ad that you consider highly ineffective and comment on each. In your evaluation, you should address the following:

- Who is the target audience that the ad is trying to reach? Does it resonate with the target audience?
- Which stage(s) of the customer Decision –Making-Process (DMP) is the ad trying to influence?
- What is the key message communicated? What creative strategies are employed (as listed on P.477 of the textbook) to deliver its intended message?

6. Your Group Report should contain summary of your experience & learning. This is limited to 4 double spaced pages. Please cover the following 3 aspects in the report:

- Strategies pursued: How would you describe your firms overall strategies in the two markets? How did you size up your starting position and develop the initial marketing strategy (i.e. targeting, positioning)? How did it evolve over the six years? What marketing management tools covered in the course did you apply?
- Analysis of performance: What is your overall assessment of your performance? In what areas were you able to make improvements? How were your group dynamics?
- Key points learned? Summarize key success factors in your industry. What have you learned about your Competitors & about yourself as a Competitor? Do you see any principles of marketing strategy emerging from your experience? Based on your report, your team should also prepare a 15 minute presentation to share your experience and learning with the class. In your report and presentation, do not simply describe what happened during the game but interpret events.