

Course Expectations and Requirements:

Most class sessions combine lecture with class discussion. Because the classes are held in a one week period, a great deal of information must be covered in the reading materials. Familiarity with the readings facilitates participation in class discussions, and leaves more time to complete assignments. Therefore, students are expected to read all assignments before class. All assignments require students to apply the knowledge and skills covered in the readings, and class presentations. Students will be expected to attend all class sessions and complete assignments on time throughout the weeklong course. Students may have to make time during some evenings to complete assignments described below.

Class participation is essential and extremely important. All class presentations will be posted on the University Internet and can be downloaded prior to commencement of classes.

Exams:

There will be no exams.

Assignments:

The following are the assignments:

- 35 % Case Study (Group Exercise)
- 15% Presentation of Case Solution during Class Session
- 35% Case Study, Home Assignment, Due Date: TBD
- 15% Class Participation
- Total 100%

Class Participation:

This course is an applied-type course. The class sessions will involve considerable discussions among all students. It is essential that all students come to class having read assigned readings and prepared to discuss them

Cases

You will be placed in situations where you work with actual problems that a marketing manager faces in the public sector and nonprofit marketing field. You will be identifying and clarifying problems facing the management of an organization, analyzing qualitative information and quantitative data, evaluating courses of action, and then making strategic marketing decisions which the organization can pursue for the future.

Grading Scale:

95 -100 = A
90-94 = A-
87-89= B+
83-86= B
80-82 =B-
77-79= C+
73-76= C
70-72= C-
60-69= D
0 to 59= F

Case Study:

Introduction

During the week you will be assigned two cases. One you will do in class as a group project and one will be a home assignment

Preparing a Case

Just as there is no one right solution to a case, there is also no single correct way of preparing a case. However, the following guidelines should be helpful.

Initial analysis

First it is important to get a feel for the organization by skimming through the case. Ask yourself:

- < What sort of organization is the case about?
- < What is going on in the external environment?
- < What problem(s) does management seem to be facing?

Second reading

This time, try to identify facts so that you can develop a Situation Analysis and understand the problem management is facing. Here are some questions you should be asking:

- < What decisions need to be made?
- < What are the objectives of the organization and of the key players in the case?

- < Are these objectives compatible? If not, can the problem be reconciled or will it be necessary to redefine the objectives?
- < What resources and constraints are present that may help or hinder attempts by the organization to meet its objectives?

You should really get a good grasp of any quantitative data presented in the text or exhibits. You may even want to manipulate the data but be careful to not accept the data blindly. In cases as in real life, not all the information is reliable or relevant.

Developing Recommendations

At this point in the analysis you should be able to summarize your evaluation of the situation and to develop some recommendations to management.

First identify the Alternative Courses of Action that the organization might take. Next, consider the Implications of each Alternative, including possible undesirable outcomes, such as provoking responses from stronger competitors. Ask how the short-term tactics fit with the longer-term strategies. Relate each alternative to the objectives of the organization (as defined or implied in the case or as redefined by yourself). Then develop a set of Recommendations for future actions, making absolutely sure that these recommendations are supported by your analysis of the case data.

Your recommendations will NOT BE COMPLETE unless you give some thought to how the proposed strategy should be implemented. Consider:

- < What resources . . . human, financial and other . . . will be required?
- < Who should be responsible for the implementation?
- < What time frame should be established for the various actions proposed?
- < How should subsequent performance be measured?

Case Evaluation

Your cases will be marked based on the following criteria:

Flow – is your answer easy to follow and does one idea progress naturally to the next or does it jump from one idea to the next with no semblance of continuity?

Language – is your answer easily understandable and concise?

Grasp of material – was an understanding of course material demonstrated in your answer?

Logic – is your answer a logical solution to the problem you are addressing?

Class Presentation of Cases

The following points should be taken into consideration when preparing your class presentation:

Each presentation must not be more than twenty (20) minutes. Therefore, it is important not to provide too much detail. .

Please use PowerPoint

Every member of your team must participate in the presentation. Rehearsing your presentation is recommended. Make sure that you have one person who is designated as a timekeeper.