

**The University of Missouri Kansas City
Bloch School of Business & Public Administration**

MKT 5531: Marketing Management

Tuesday 7:00-9:45 Law School #3

Winter Semester 2010: 1/12/10 – 5/4/10

Instructor:

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Office hours: Tuesday 6:30 – 7:00pm by appt.

Text

"Marketing An Introduction" by Gary Armstrong and Philip Kotler

Published by Person Prentice Hall

ISBN-13: 978-0-13-602113-1 ISBN-10: 0-13-602113-1

Pre-Requisite

You must be a graduate student in the Bloch School of Business and Public Administration or the School of Law to take this course. All students should have a strong interest in learning about marketing. Students who do not have this desire should drop this class immediately as they will have great difficulty with the demands of the course.

General Course Description

Mkt 5531 Marketing Management is a comprehensive integrative course for the student who wants to learn more about marketing. It focuses on various processes of formulating and implementing marketing and business strategies. This is an advanced survey course that emphasizes the core marketing decision variables: product, price, place, and promotion. The subject matter is applicable to firms that produce and sell products or services, and for-profit and non-profit organizations. place, and promotion. The emphasis is on the interface between an organization's objectives, capabilities, resources and marketplace needs and opportunities. Topics include market-oriented problem solving, consumer behavior, marketing ethics, competitive strategy, and product management in domestic and global environments.

General Course Description (cont.)

A major group project utilizing the course concepts is required. Given the nature of the projects, teams should plan to meet regularly. In Winter 2010 the class will be working on developing a marketing plan for the UMKC Bloch School.

Each team will be assigned to develop a case study and use the concepts from our text and lectures to provide a recommended marketing strategy & marketing plan. During the course of the project it is expected that class participants will develop an understanding and appreciation for the dynamics of:

- Strategic, operational, and organizational internal dimensions including the role of leadership, business strategy, marketing strategy, operations execution and the need for successful integration of each
- The influence of political, social, legal, and regulatory, environmental, technological, competitive, and other external issues that impact on companies and industries
- The role marketing fundamentals and marketing strategy plays in contributing towards effectively leveraging & communicating competitive advantage

The course will also focus on the process of managing projects and case study. The course requires team and individual oral presentations, class discussion, regular contributions to the team project, individual and written reports.

The Winter section of MKT 5531 is class is 16 weeks long. The class will move extremely fast; the quantity and depth of material covered will be extensive. Students who miss class, don't complete the assigned readings, and don't prepare the daily case studies will find it difficult to understand what's expected and keep up. Regular class and team meeting participation are required.

Learning Objectives:

- Develop a comprehensive understanding of fundamental marketing concepts and their application to real company problems
- Understand marketing strategy
- Understand how to develop a marketing strategy & plan
- Apply learning's from previous classes and personal experiences to develop competitive marketing strategies
- Understand how to develop and complete a strategic marketing analysis
- Understand how to apply the strategic process to marketing

Learning Methods:

This course will be taught as a seminar. Reading, discussion and hands on application are the main learning methods. Classes will be highly interactive based on the discussion of readings, cases, guest speakers, and student presentations. Students will learn from each other's experiences, insights, and class contributions.

Student preparation will be critical. Familiarity with the readings prior to class and with current events in marketing strategy through daily readings of business news is expected.

Student Participation & Preparation

Student preparation and participation will be critical. This class runs on discussion and application. **The format of this class is not: "read, memorize, and test."** It is important that you make every attempt to master the material and contribute in class and within your groups. If you have questions or think I am not valuing your contribution, it is your responsibility to reach and contact me. It's critical students prepare for each class. Class time will be dedicated to application and discussion of key marketing concepts.

You will need to budget 2-4 hours for reading and preparation for each class. Preparation should include, but not be limited to retail visits, personal research, and analysis of companies featured in class case studies. **Consider it your responsibility to bring new knowledge and informed insights into the class.**

For each class you will be expected to...

- **Read the assigned text.** Read critically and note the key concepts. Identify what is important in each chapter, understand how you would apply this concept to your project company.
- **Read and prepare the assigned case study.** Identify the 4P's, understand the key business and marketing issues faced by the company, be prepared to be called upon to discuss your insights.
- **Familiarize yourself with current marketing strategy discussion in the media.** Be prepared to discuss topical articles that are relevant to what we are studying in class. Familiarity with business periodicals such as WSJ, Business Week, Fast Company, New York Times, Ad Age, Ad Week, and Harvard Business Review is encouraged. Most have on-line copies.
- **Contribute to the class conversation.** Each class will have speakers, invited guests and/or students within the class contributing to the discussion. Class format on speaker days will be the same as on non-speaker days: Discussion of the assigned case and chapter with special attention on relevant news and questions.

This class will move quickly and it is vital you attend as many as possible. Concepts will be taught, discussed, quizzed and applied during the first 8 weeks. This knowledge will then be applied to your individual case study and your group project. It will be difficult for you to succeed in this class if you aren't in class.

Class Leadership:

You will be given many opportunities in each class to contribute to the learning of your fellow students. 10% of your grade will be based upon class participation. To be clear, it will be difficult for you to get an A in the class without contributing to the class. Attendance in class is not considered eligible for class contribution points.

Here are the opportunities given throughout the semester to provide leadership to your classmates, and in the process earn class participation points:

- Heard in the news
- Questions / comments / contributions about chapters read
- Examples from companies where you've worked in the past that are relevant to the topics being discussed
- Questions to the guest speakers
- Questions about assignments
- Contributions to case study discussions
- Case study presentations
- Post-Quiz presentations
- In class presentations
- Extra credit in-class presentations

Extra Credit:

From time to time, individual and group extra-credit assignments will be offered. These are 100% optional and are designed to further the students learning by providing additional opportunities to learn and apply key marketing concepts.

Generally the highest grades in the class are earned by those students who are active contributors in class, active contributors within their groups, prepared for class, and take advantage of extra-credit opportunities when available.

Generally the lowest grades in the class are earned by those students who don't contribute to the class discussion, don't contribute to their teams, don't complete work on time, and don't put enough time into each assignment.

If you do not plan to contribute to class discussion, it is highly recommended that you consider every extra credit assignment offered. If you do not contribute to the class discussion and do not complete every extra-credit assignment, it will be impossible for you to achieve a grade you will be happy with.

Late Work:

I understand that most of you work in addition to completing your MBA. I'm very flexible for students who contact me in advance and want to turn in assignments in advance. Students who will miss class always have the opportunity to e-mail me assignments prior to the due date. Assignments not completed on the scheduled due date will be accepted and graded on the same criteria, but at a maximum of 70% of the total available points. If a class session will be devoted to discussing an assignment and a student hasn't completed the assignment, the student will be excused from class while the assignment is discussed. If the class has already discussed the assignment in class; the student will not be allowed to complete the same assignment, but will be given a new assignment from the professor at a maximum 50% of the original points.

Grading:

I.	Understanding		40%
	• Top Marketer analysis	200 points	Individual
	• Quizzes	100 points	Team
	• Final Exam	100 points	Individual
II.	Analysis		30%
	• Individual Case Study	100 points	Individual
	• Group Case Study	100 points	Team
	• Group Case presentation	100 points	Team
III.	Leadership		30%
	• Class Contribution	100 points	Individual
	• Marketing Concept Report	100 points	Individual
	• Peer Group Evaluation	100 points	Individual

Grade points:

980+ = A+, 950 = A, 900 = A-, 880 = B+, 850 = B, 800 = B-, 780 = C+, 750 = C, 700 = C-
(Note, university grade sheet does not recognize A+)

Grading Criteria

The overall grade for MKT 5531 considers the following:

Graded Item	Grading Criteria
Top Marketer Analysis (20%)	You will identify and nominate your recommendation for the top Marketers of the Decade. Each student will select a different company from 2000-2009. The written and oral presentation will include, but not be limited to, an analysis with conclusions and implications, on what criteria you used to select your reco, how they apply the 4P's, and a recommendation on how they optimize their competitive advantage in the marketplace through marketing. This project will be worth 200 points and is to be turned in at the beginning of class on Tuesday Feb 16 th . This will be an individual assignment. Written report limited to 2 pages. Class on Feb 16 th will be devoted to oral presentations.
Quizzes (10%)	Four group quizzes will be given at the end of class on the following dates: 2/2 UMKC, 2/9 UMKC future, 2/23 employer, 3/2 Employer 2, Groups will be able to use books, internet, and any other preparation materials brought into class. Quizzes will test the groups understanding of the course material and ability to apply concepts to real world companies. The quiz will be given at the end of the class period and the group will submit one completed quiz via e-mail to the Instructor. Everyone in the group will receive the same number of points. Each quiz will be worth 25 points, for a total of 100 for all four quizzes. If a team member misses a quiz, they will receive the same grade as the team.
Final Exam (10%)	The final exam will be given on May 4th and will test the student's ability to apply marketing concepts taught in class to the Lemonade Stand case they completed during the first week of class. This will test application of the student's learning and <u>not memorization</u> of the class material. Students will be able to use their books, notes, and any other materials presented in class. This is an individual assignment, students <u>will not</u> be allowed to collaborate with other students. The final exam will be worth 100 points.
Class Contribution (10%)	Includes service and leadership contributions, participation in class discussions, and class citizenship. Consistent preparation and participation in class activities and discussions with a high degree of professionalism are expected. Also includes class contributions by the student from relevant personal and professional experiences and bringing relevant current business examples into the discussion that support the concepts being taught. This is worth 100 points and will be disproportionately weighted towards pro-active participants. Note: At the end of the semester, the students nominate the student they learned the most from, within their group and within the larger class. The top five class nominees will receive extra points and winner will receive 50 extra points. Attending class is not considered class participation; no points will be given for attendance.
Peer Group Evaluation (10%)	A peer evaluation form will be given to each student to rank their other team members on the quality & quantity of their contributions throughout the course for all group work (quizzes, case study, oral presentation). This will be worth 100 points to the student ranked first in their group, 90 for second, 80 for third, 70 for fourth, 60 for fifth. This will be turned in prior to May 4th. Peer evaluations are mandatory; students who do not complete them will receive an incomplete for the class. Students will also rank the other groups oral case study presentations; with the highest rated team earning 30 extra points, second 15, for each member of the team. Students will also be asked to rate fellow students on who in class they learned the most from and who within their groups they learned the most from; highest nominated students will receive bonus class contribution points.

<p>Individual Case Study (10%)</p>	<p>On April 6th, Students will turn in, at the beginning of class a written case study (given out 3/9). This case study will be no longer than 3 pages, (12pt. type, single spaced). The case study will allow the student to demonstrate their ability to provide a strategic analysis of Outback Steakhouse using any of the marketing strategy concepts taught in class. The case study will be worth 100 points and will be graded on the quality of strategic analysis (pulling together what are the relevant facts (company's business & competitive situation, environment, trends), into conclusions and recommendations based on application of the marketing strategy concepts taught in class. The case study should roughly follow, but not be limited to, the following outline: Summary of the business situation, Key Issues faced, Conclusions & Implications, Recommendations. The class will do a practice case study together during class on 3/16. If a student will not be able to attend class on April 6th; they will need to submit their case via e-mail to the instructor prior to the start of class on April 6th. This is an individual assignment. Note: Any and all data, primary and secondary research and resources material used in oral or written presentation must be sourced and footnoted. Any data or material presented un-sourced will not be considered.</p>
<p>Group Case Study (10%)</p>	<p>Due at the beginning of class 4/27, the group case marketing plan will be graded on the group's ability to apply the knowledge they've learned throughout the course, professional careers and the marketing strategy concepts presented in this course. To successfully complete this project, the group must go beyond information gathering & organization of data; the key deliverable here is leveraging the information gathered into a smart fact-based marketing strategy & plan. The higher grades on this assignment will combine a solid business analysis with strategic based recommendations. Maximum ten page (single-spaced 12 pt. type) report with data and analysis (plus appendix of any charts, graphs, and the oral presentation slides. Note: Any and all data, primary and secondary research and resources material used in oral or written presentation must be sourced and footnoted. Any data or material presented un-sourced will not be considered. This will be worth 100 points and all members in the group will receive the same number of points.</p>
<p>Group Presentation (10%)</p>	<p>Groups will have 20 minutes to present their analysis, strategy, with 10 minutes for Q&A. The group is responsible for their electronic needs and resources and should have a fall-back plan if the unexpected occurs. The emphasis here will be on content vs style; yet consideration for the audience is critical. The presentation should be interesting and bring the insights & analysis to life. Groups will be marked down for a boring presentation, a presentation weak on analysis, and a presentation that doesn't reflect how the group brought their thinking & recommendations to life from the data; net high marks will be given to the group(s) that deliver a presentation with a linear logic flow, recommendations that flow from the strategy (a must); and a strategy that flows from the analysis. Everyone in the group does not have to present, but everyone in the group must contribute to a successful presentation. This project will be worth 100 points and all members of the group will receive the same points. Class evaluations can add "extra" bonus points to a group's total; it's possible that an outstanding group could exceed 100 points. Presentations will be 4/27</p>
<p>Marketing Strategy Report (10%)</p>	<p>The Marketing Strategy Report is a top line insight into a marketing strategy concept that the student investigates, understands, analyzes, demonstrates application, and teaches to the class. The student will identify a marketing strategy book of interest to them, published after 2007, secure approval of the instructor on the book/strategic concept, prepare the Marketing Strategy Report (attached) and present it to the class (5 minutes) on Tuesday, March 3rd. Success in this assignment will come from the students understanding of the concept and ability to apply the concept to their case study companies. This project is worth 100 points and will be based on the written report. Class participation points will be given for the oral report. This is an individual assignment. Report should follow template format and be limited to 2 pages or less, single spaced, 12 pt. Type.</p>

Course Schedule:

This class will move quickly and it is vital you attend as many as possible. Concepts will be taught, discussed, quizzed and applied during the first 9 class sessions. This knowledge will then be applied to your individual case study and your group project. Attendance will not be taken, but it will be difficult for you to succeed in this class if you aren't in class, learning and contributing to the learning of your fellow students.

<u>Date</u>	<u>Discussion</u>	<u>Activity</u>	<u>Preparation</u>
1/12	What is Marketing Syllabus Group Assignments Individual Assignments Case Study format	Group Exercise: Tiger Woods Introductions Bio Lemonade Stand	Book Purchase
1/19	Westlake Ace Hardware	Case Study: Joe & Co	Read: Chapters 1-2 Case Study: Joe & Co. Syllabus Questions Individual Assignments sign up Lemonade Stand
1/26	Marketing Strategy Marketing Mix Case Study Instructions Lemonade Stand	Case Study: Trap Ease	Read: Chapters 3-4 Case Study: Trap Ease Lemonade Stand
2/2	Target	Case Study: Prius Quiz: UMKC current	Read: Chapters 5-6 Case Study: Prius
2/9	Marketing Strategy Rpts. Product Strategy Life cycle Strategies	Case Study: Enterprise Rent a Car Quiz: UMKC future	Read: Chapters 7-8 Case Study: Enterprise Rent a Car
2/16	Top Marketer Reports	Top Marketer Reports	Read: Chapters 9-10 Top Marketer Reports
2/23	Promotion Strategy	Case Study: Saturn Quiz: Employer	Read: Chapters 11-12 Case Study: Saturn
3/2	Marketing Strategy Rpts.	Marketing Strategy Rpts. Case Study: Burger King	Marketing Strategy Rpts. Case Study: Burger King
3/9	Sales Promotion Strategy Outback Instructions	Quiz: Employer 2 Case Study: Southwest	Read Chapters 13-14 Case Study: Southwest
3/16	CRM Strategy Abercrombie & Fitch instructions	Case Study: Build a Bear	Read: Chapters 15-16 Case Study: Build a Bear

3/23	Outback questions Writing a Marketing Plan A &F	A&F Quiz: Promotion	Abercrombie & Fitch Appendix #2 Marketing Plan
3/30	Spring Break no class	Spring Break no class	Spring Break no class
4/6	Outback	Outback	Case Study: Outback
4/13	Group Checkpoint	Case Study: Victoria's Secret Pink	Case Study: Victoria's Secret Pink
4/20	Group Checkpoint	Group checkpoint	Group Presentations
4/27	Group Presentations	Group Presentations Peer Group Evaluations	Group Presentations Group Case Study Report
5/4	Final Exam		

Syllabus Addendum:

1. Time and Schedule considerations may prompt modifications in this syllabus (deletion of assignments, topics, modification of examination dates, etc.). The instructor will explain any changes, however, it is the student's responsibility to keep up with any modifications that are made throughout the semester.
2. A student enrolling in any UMKC course is expected to exhibit high standards of academic honesty. In the case of academic misconduct, I will assess the affected work and report the incident to Bloch School administration according to the guidelines printed in the University catalog.
3. Cheating and Plagiarism will not be tolerated. UMKC currently has a licensing agreement with Turnitin.com a provider of powerful software that is extremely helpful in the detection of plagiarism. Source and footnote all information gathered & presented in any and all assignments (oral, written, individual, and group).
4. All course withdrawals must be completed through the Registration Center at the UMKC Administration Center. Students intending to withdrawal from the course after the eighth week of class are required to obtain a signature from both the instructor and an academic advisor before the withdrawal is official. Telling the instructor you intend to withdrawal or ceasing to attend class does not constitute an official withdrawal. The academic calendar in the school registration guide lists the official withdrawal dates.
5. Students will be given the opportunity to complete extra-credit assignments. These will be voluntary and will be over and above the outlined course work. Extra-credit points earned throughout the semester will be added at the end of the semester to the points a student earns through the outlined course work. A student need not earn any extra credit points to achieve an A in the class.

UMKC 5531 Winter 2010 Tiger Woods Case Study

Group Assignment:

You are the brand team for one of Tiger Woods corporate sponsors listed below. Given Tiger Woods visibility in the news lately, you are being asked by your board of directors to provide a recommendation on whether to continue your sponsorship. Provide a yes or no recommendation, and address why. Note: “why” and your strategic reasoning behind your recommendation is more important than your answer.

Background:

Woods reportedly earns approx. \$100MM per year in endorsements. Accenture (\$20 MM) and AT&T have dropped Tiger, Gillette (\$15 MM) has pulled its ads featuring Tiger Woods.

It's no wonder, since the ads now drip with irony. Taglines in Woods' ads for Accenture offer such life lessons as, "It's what you do next that counts" and "The road to high performance isn't always paved." Watchmaker Tag Heuer has featured Woods in ads that ask the newly relevant question, "What are you made of?"

But Gillette may win the award for unintended innuendo. In an all-star ensemble campaign for the Procter & Gamble-owned megabrand, Woods appears with Roger Federer and soccer star Thierry Henry as dapper men about town, sporting black suits and sly expressions.

In a related feature on Gillette.com, Woods reveals one of his favorite gadgets is his "phone for texting." He also appears in a blurb about the importance of pre-game rituals, "whether it's getting ready for the big game or the big night out." A spokesman for Gillette said it is not making any changes to its existing marketing plans and that the company does not comment on future marketing plans. 12/9 Fortune Magazine

Sponsors:

- Nike (\$30 MM)
- TAG Heuer (\$5 MM)
- Titleist (\$20 MM)
- Gatorade (Pepsi) (\$1 MM)
- EA Sports (\$8 MM)
- NetJets
- Upper Deck
- Wheaties (General Mills)

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Jan 10th Agenda

Discussion

- What is Marketing?
- Favorite Retailer, Brand Promise
- Individual Assignments
- Case Study format

Activity

- Introductions
- Group formations
- Bio
- Tiger Woods Reco

Preparation for class Tuesday January 19th

- Read: Chapters 1-2
- Case Study: Joe & Co.
- Lemonade Stand
- Syllabus Questions
- Individual Assignments sign up

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Top Marketer Report

Assignment

You will identify and nominate your recommendation for the top Marketer of the Decade. Each student will select a different company from 2000-2009. First come, first serve.

The written and oral presentation will include, but not be limited to, an analysis with conclusions and implications, on what criteria you used to select your recommended company, how they apply the 4P's, and a recommendation on how they optimize their competitive advantage in the marketplace through marketing.

Due Date

This project is to be turned in at the beginning of class on Tuesday Feb 16th. This will be an individual assignment. Written report limited to 2 pages. Class on Feb 16th will be devoted to oral presentations. *Note: Class participation points will be awarded for presentations. Oral presentations will be done in a Q&A format.*

Grading:

This is an individual project worth 200 points, students can use their book, class notes, primary and secondary research, and the internet. This is not a group project, students cannot use fellow students. The written portion of this assignment will be graded on the following criteria:

- 25% Clarity and quality of criteria used to qualify which company should earn “marketer of the decade.” What criteria should be used to identify “marketer of the decade?”
- Quality of thinking behind why company was recommended, evidence to support recommendation, clarity of criteria applied to recommendation. Why is this company above all other companies for the past 10 years when it comes to marketing?
- 25% Analysis of how the company applies the 4P's, which of the 4 P's represent their key competitive advantage, how your recommended company leverages it's competitive advantage to outperform it's category from a marketing point-of-view.
- 25% Your recommendation on what this company should do, from a marketing point-of-view, to effectively leverage further their competitive advantage.

Note: Every year the trade publication “Ad Age” identifies top marketers of the year, you might find this helpful as a starting point.

UMKC 5531 Winter 2010 Marketing Strategy Report

Assignment:

The Marketing Strategy Report is a top line insight into a marketing strategy concept that the student investigates, understands, analyzes, demonstrates application, and teaches to the class. The student will identify a marketing strategy book of interest to them, published after 2007, secure approval of the instructor on the book/strategic concept, prepare the Marketing Strategy Report (attached) and present it to the class (5 minutes) on Tuesday, March 3rd. Success in this assignment will come from the students understanding of the concept and ability to apply the concept to their case study companies. This project is worth 100 points and will be based on the written report. Class participation points will be given for the oral report. This is an individual assignment. Report should follow template format and be limited to 2 pages or less, single spaced, 12 pt. Type.

Marketing Book:

Key Idea / Strategic thesis of book:

Application given in book(2)

Provide Example Applying Concept to your Favorite Retailer:

Provide Example applying Concept to your Top Marketer Analysis Company:

David Patrick
MGT 5531 / Winter 2009

Marketing Strategy Report (Example)

“Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant” W. Chan Kim, Renee Mauborgne, Harvard Business School Press 2005

Strategic Concept: Creating a new value curve for a company by eliminating, reducing, raising, or creating factors within the category.

Key Idea: Companies can create uncontested market space.

Application Given in Book(2)

1. Premium wines and budget wines; strategy canvas of Yellow Tail
2. Cirque du Soleil

Provide Example Applying Concept to your Favorite Retailer:

Caesars Las Vegas: Biggest Sports Book, Vegas “heritage,” Best Spa, Biggest Poker Room,

Provide Example applying Concept to your Case Study Company:

Home Depot: Empowerment

- Build a birdhouse workshops for kids
- Project in progress end-caps
- Seasonal statements
- Workshops & demonstrations
- Hiring real experts (electricians, carpenters: note- used to)

Marketing Strategy Report Tips

- Read the book, understand the author's "big insight" that drove them to write a book
- Get on line, find other examples of strategic concept explained, garner examples to bring into class
- Determine if you agree or disagree with the author's key premise, be prepared to answer why or why not
- Does the concept challenge companies to "do something different" or "improve on what they are doing"
- If you are going to "teach" the concept for 5 minutes, find a way to engage the class (hint, linking the concept to the case study company they are working on would be very relevant)
- Bring examples into the class that bring the concept to life
- If you are interested in what you are presenting to the class, they will be interested in what you have to say.
- The key to a successful report will be answering the question: what is the application – can everyone in the room understand how they can apply the concept to their case
- Usually there is one chart or diagram in the book that provides an excellent visualization of the strategic concept, if so, use it in class, include it in your report.

UMKC Mkt. 5531 Winter 2010

Contemporary Marketing Concepts

Lemonade Stand

Background

You are the president of Kansas City Marketing, a marketing consulting firm that specializes in marketing strategy for services firms. You've been invited to pitch a consulting assignment that has great potential for your prospective client and for your firm. In your first meeting with the client, she described her vision for a new company. After an hour of Q&A, you left convinced that her company had adequate capital, solid management expertise, passion, and a sense of urgency. You also were in agreement that despite an over-crowded restaurant and beverage market; there was an opportunity to create and own a new market around lemonade. You were asked to return on January 19th with your initial thoughts on strategy. The founder of the company has had a long marketing leadership career in the beverage & restaurant category and will choose a consulting firm on their ability to add significant value to her vision.

Assignment

Your client has asked you to return with a strategic framework for the company and explain how it works through the 4 P's of the marketing mix. She's asked you to edit your analysis and reco. to one page.

Notes from Client Meeting

- Given the economic downturn, she believes that lemonade is a comfort food
- Very open about distribution model, from "Good Humor" approach with trucks in neighborhoods, to "Mary Kay" way with personal selling, also discussed push carts like @ Royals games or even card tables outside homes using kids as independent contractors.
- Believes return to natural ingredients like sugar, lemons, & water is key to success; especially if freshly made in front of customer
- Very open on pricing strategy, but wants a 30% return, actually low for beverages
- She sees marketing as key to success which is why she hired a marketing services firm
- She sees a big opportunity as no one currently "owns" lemonade, especially fresh lemonade

Inner Thoughts

- Believe starting point is critical, is this a restaurant, a beverage, or a service
- What did Mrs. Field's Cookies, Starbucks, Jacob Bros. Bagels, A&W, Nathan's, do right & wrong as they built a national business around a taste
- Location is key to success, distribution channel will drive all other decisions
- Recently picked up a marketing textbook that demonstrated the integration of the 4P's (pg. 51)
- Critical that recommendation hangs together, thus overall strategy must be supported and integrated with recommendations on price, promotion, place, and product.
- Need to start with the "what" and then figure out the "how"
- You remembered that the best lemonade you ever had was in Paris, they call it "citron presse;" freshly squeezed lemon juice, cold water, ice, and sugar served in a tall clear glass.

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Contemporary Marketing Concepts
Winter 2010

Bio

Name:

Home Address:

Preferred e-mail address:

Back up e-mail address:

Previous Marketing Classes Completed

Current Employer:

Previous Employers:

Reason for taking class:

UMKC Mgt. 5531
Book Suggestions for Marketing Strategy Reports

Book	Author	Publisher
Brand Promise	Duane Knapp	BrandStrategy Inc 2008
Exceeding Customer Expectations	Kirk Kazanjian	Random House 2007
Citizen Marketers	Ben McConnell	Kaplan Publishing 2007
Made to Stick	Chip Heath, Dan Heath	Random House 2007
The Specialty Shop	Dorothy Finell	AMACOM 2007
The Brand Bubble	John Gerzeman, Ed Lebar	John Wiley & Sons 2008
Driving Brand Value	Tom Duncan, S. Moriarty	McGraw Hill, 1997
Unstoppable	Chris Zook	Harvard Business School Press 2007
Meatball Sundae	Seath Godin	Do You Zoom 2007
Satisfied Customers tell 3 Friends	Pete Blackshaw	Currency Books 2008
The Game Changer	AG Lafley, Ram Charan	Crown Business 2008
Outsmart	Jim Champy	Pearson Education 2008
Break from the Pack	Oren Harari	Pearson Education 2007
New Rules of Marketing & PR	David Scott	John Wiley & Sons 2007
Guerrilla Marketing	Jay Levinson	Houghton Mifflin Co 2007
Word of Mouth Marketing	Andy Sernovitz	Kaplan Publishing 2009
Social Media Bible	Lon Safko, David Brake	John Wiley & Sons 2009
Twitter Power	Joel Comm, Anthony Robbins	John Wiley & Sons 2009
Facebook Marketing	Steve Holzner	Que Publishing 2009
YouTube for business	Michael Miller	Pearson Education 2009
Secrets of Social Media Marketing	Paul Gillin	Quill Driver Books 2009
Marketing to the Social Web	Larry Weber	John Wiley & Sons 2009
Outsmart the MBA Clones	Dan Herman	Paramount Market Publishing 2008
Measuring Marketing	John Davis	John Wiley & Sons 2007
Managing Customers for Profit	V Kumar	Pearson Education 2008
Creative Advertising	Mario Pricken	Thames & Hudson
Eating the Big Fish	Adam Morgan	John Wiley & Sons 2009
Differentiate or Die	Jack Trout	John Wiley & Sons 2008
In Search of the Obvious	Jack Trout	John Wiley & Sons 2008
Repositioning	Jack Trout	John Wiley & Sons 2010
Inbound Marketing	Brian Halligan, D. Shah	John Wiley & Sons 2010
Social Media Marketing Book	Dan Zarrella	O'Rielly Media 2010
Marketing 2.0	Bernie Borges	Wheatmark 2009
The Whuffie Factor	Sara Hunt	Crown Business 2009
Art of Digital Branding	Ian Cocoran	Allworth Press 2007
The Age of Engage	Denise Shiffman	Greenleaf Books 2008
Branddigital	Allen Adamson	Palgrave MacMillan 2008
Brand Bubble	John Gerzema, Ed Lebar	John Wiley & Sons 2008
Buyology	Martin Lindstrom	Doubleday 2008
Designing Brand Identity	Alina Wheeler	John Wiley & Sons 2009
Zag	Marty Neumeier	Pearson Education 2007
Brand Management 101	Mainak Dhar	John Wiley & Sons 2008
Sales promotion	Roddy Mullin, Cummins	Kogan Page Ltd 2008
Marketing Research Essentials	Carl McDaniel, Gates	2008

**UMKC MKT 5531 Winter 2010
Case Study Framework**

Case Study Name:

Product:

Price:

Place:

Promotion:

People:

Physical Evidence:

Process:

Key Issue(s):

Recommendation: