COURSE SYLLABUS

Course Number : MKT 102
Course Title : OPPORTUNITY SEEKING & MARKETING ANALYSIS
Semester : 2nd Semester SY 2015 - 2016
Number of Units : 5 units

Faculty and Schedule:

<table>
<thead>
<tr>
<th>Section</th>
<th>Day</th>
<th>Time</th>
<th>Room</th>
<th>Lecturer</th>
<th>Email Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>A/H</td>
<td>W</td>
<td>6:00-8:30 pm</td>
<td>B 106</td>
<td>J. Richard S. Soriano</td>
<td><a href="mailto:dickie.soriano@bcdpinpoint.com">dickie.soriano@bcdpinpoint.com</a></td>
</tr>
<tr>
<td></td>
<td>S</td>
<td>9:00-11:30 am</td>
<td>SOM 103</td>
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<tr>
<td>B</td>
<td>TTH</td>
<td>2:00-3:30 pm</td>
<td>SOM 105</td>
<td>Armando G. Miclat, Jr.</td>
<td><a href="mailto:amiclat@ateneo.edu">amiclat@ateneo.edu</a></td>
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<tr>
<td></td>
<td>W</td>
<td>3:00-5:00 pm</td>
<td>SOM 102</td>
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<tr>
<td>C</td>
<td>TH</td>
<td>5:00-8:00 pm</td>
<td>SOM 203</td>
<td>Raymund Martin E. Magdaluyo</td>
<td><a href="mailto:remagdaluyo@gmail.com">remagdaluyo@gmail.com</a></td>
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<td>F</td>
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<td>D</td>
<td>M</td>
<td>2:00-5:00 pm</td>
<td>SOM 102</td>
<td>Adora A. Gallardo</td>
<td><a href="mailto:jinggayg@hotmail.com">jinggayg@hotmail.com</a></td>
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<td>E</td>
<td>TTH</td>
<td>3:30-5:00 pm</td>
<td>CTC 204</td>
<td>Enrico C. Osi</td>
<td><a href="mailto:eosi@ateneo.edu">eosi@ateneo.edu</a></td>
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<td>5:00-7:30 pm</td>
<td>K 201</td>
<td>John Luis D. Lagdameo</td>
<td><a href="mailto:john.lagdameo@gmail.com">john.lagdameo@gmail.com</a></td>
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<td>G</td>
<td>TTH</td>
<td>9:30-12:00 nn</td>
<td>CTC 205</td>
<td>Deborah N. Rodrigo</td>
<td><a href="mailto:debbie.rodrigo@gmail.com">debbie.rodrigo@gmail.com</a></td>
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<td>I</td>
<td>T</td>
<td>5:00-8:00 pm</td>
<td>CTC 306</td>
<td>Raymund Martin E. Magdaluyo</td>
<td><a href="mailto:remagdaluyo@gmail.com">remagdaluyo@gmail.com</a></td>
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<tr>
<td>J</td>
<td>TTH</td>
<td>6:30-9:00 pm</td>
<td>SOM 204</td>
<td>Bienvenido F. Garcia</td>
<td><a href="mailto:bien.garcia@yahoo.com">bien.garcia@yahoo.com</a></td>
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I. COURSE DESCRIPTION

The student learns to identify the needs of society, to actively seek answers to these needs in the form of new products and services, to quantify the risks of offering these new products or services to the market, and to evaluate the resulting projects in terms of societal priorities and well-being of the larger community. The student builds on the underlying principle that seeks to generate a fair return by meeting the needs of customers, rather than emphasizing one’s interests and concerns.

II. LEARNING OUTCOMES

At the end of the course, the student should be able to:

a. Explain and apply the basic principles, theories, concepts and dynamics of Marketing.
b. Explain the concept of creating and capturing value in the marketplace.
c. Demonstrate these principles and tools in case analysis and to practical business decision-making situations.
d. Identify and evaluate new business opportunities, taking into consideration the limited resources available.
e. Integrate the concepts/techniques learned through application in the development of a comprehensive business plan for a start-up venture.
f. Reflect on and appraise the feasibility of Marketing as a career.
III. COURSE OUTLINE

A. DEFINING MARKETING AND THE MARKETING PROCESS
   Course Overview
   Marketing: Creating and Capturing Customer Value Chap 1
   Partnering to Build Customer Relationships Chap 2

B. UNDERSTANDING THE MARKETPLACE AND CONSUMERS
   Analyzing the Marketing Environment Chap 3
   Managing Marketing Information Chap 4
   Consumer Markets & Consumer Buyer Behavior Chap 5
   Business Markets & Business Buyer Behavior Chap 6

C. CREATING A CUSTOMER-DRIVEN MARKETING STRATEGY AND MIX
   Customer-Driven Marketing Strategy Chap 7
   Creating Competitive Advantage Chap 18
   Product, Services and Branding Strategies/New Product Development Chaps 8-9
   Pricing Considerations and Strategies Chaps 10-11
   Marketing Arithmetic Appendix 2
   Distribution Considerations and Strategies Chaps 12-13
   Integrated Marketing Communications Strategy Chap 14
   Understanding/Developing the Promotions Mix Chaps 15-17
   Manufacturing and Operations Management
   Organizational Planning / Human Resources
   Financial Planning

D. SOCIAL RESPONSIBILITY AND ETHICS Chap 20

SUBMISSION OF FINAL BUSINESS PLAN
FINAL ORAL DEFENSE

IV. REQUIRED TEXTBOOK

Other suggested books/cases/readings as specified by the faculty.

V. COURSE REQUIREMENTS AND GRADING SYSTEM

GRADING SYSTEM

<table>
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<tr>
<th>Requirement</th>
<th>Percentage</th>
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<tr>
<td>Class Participation</td>
<td>15 percent</td>
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<tr>
<td>Quizzes/Assignments</td>
<td>20 percent</td>
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<tr>
<td>Written Analyses of Cases (WACs)</td>
<td>15 percent</td>
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<tr>
<td>Group Project Papers (4)</td>
<td>20 percent</td>
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<tr>
<td>Final Business Plan</td>
<td>5 percent</td>
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<tr>
<td>Mock Defense</td>
<td>5 percent</td>
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<tr>
<td>Final Oral Presentation</td>
<td>20 percent</td>
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Notes about Specific Requirements:

1. Class Participation (15%) - Class participation is highly encouraged as it provides a good gauge of the student’s interest in the subject. Students are expected to read through the assigned chapters in advance.
2. Quizzes/Assignments (20%) - Quizzes will be unannounced with no makeup quizzes to be given. Other assignments shall be given as needed.
3. **Written Analyses of Cases or WACs (15%)** – Students are expected to analyze and recommend what to do in specific business situations by applying concepts and principles learned in class.

4. **Group Project Papers (20%)** – Each group is required to submit partial Project Papers that will serve as periodic updates of their progress in completing the Business Plan. These project papers will be graded.

5. **Mock Defense (5%) & Final Business Plan (5%)** - These are the culminating activities that will help integrate all concepts discussed in class. Each group is expected to come up with a comprehensive business plan for an approved product or service. (An outline is provided for your guidance). Focus should be on the development of sound, feasible & effective marketing programs that the student can defend in oral presentation. There will be a graded mock defense before Final Oral Presentation.

6. **Final Oral Presentation (20%)** – Each group will present their business plan to a panel of guest judges. The grade to be given by the panel will be considered final.

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### GRADE EQUIVALENTS

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<tr>
<th>Final Mark</th>
<th>Numerical Equivalent</th>
<th>Quality Point Equivalent</th>
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<tr>
<td>A</td>
<td>92-100</td>
<td>3.71-4.00</td>
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<tr>
<td>B+</td>
<td>87-91</td>
<td>3.31-3.70</td>
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<td>B</td>
<td>83-86</td>
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<td>C+</td>
<td>79-82</td>
<td>2.31-2.80</td>
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<td>76-78</td>
<td>1.76-2.30</td>
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<td>D</td>
<td>70-75</td>
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<td>F</td>
<td>Below 70</td>
<td>Below 1.00</td>
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<td>W</td>
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### VI. POLICIES

1. **Absences.** Attendance will be checked. Maximum allowable cuts: 15 class hours for the whole semester. Additional guidelines shall be issued by the faculty as to tardiness.

2. **Dress Code.** The prescribed dress code for students of the JGSOM should be strictly observed. A student not properly attired will be marked absent and not be allowed to take quizzes/exams/etc.

3. **Plagiarism.** Each piece of assessable work must demonstrably be the student/s’ own. In this class the copying, borrowing or the unacknowledged use of another person’s ideas or written language as one’s own whether published or unpublished will be penalized. Any piece of work that is plagiarized in whole or in part will not be assessed and will be marked F.

4. **Mobile Phones.** Mobile phones should be turned off or kept in silent mode during class hours.

5. **Forced Ranking.** Students will be asked to force-rank themselves and other members of their respective groups for all group activities. The basis for their rankings will be the degree and significance of each member’s relative contribution to the group effort. These rankings will be considered in the grading of group work activities.

6. The **Student Handbook** will serve as the guide for all. Additional guidelines may be issued by individual faculty to their respective classes.

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### VII. CONSULTATIONS

Consultation hours will be announced individually by each lecturer. The students are encouraged to regularly seek the advice of their respective faculty. You may check their schedule with the secretary (Ms. Peachy Abaño) of the Marketing & Law Department. You may also email them directly to request an appointment.
MKT 102: OPPORTUNITY SEEKING & MARKETING ANALYSIS
DEPARTMENTAL BUSINESS PLAN OUTLINE

Project Summary – 5-10 pages to be submitted separately

PICS Title Page

I. Overview
   A. Overview of the Business Concept
   B. Objectives for the New Business
   C. Legal Form of the Organization
   D. Profile of Management Team and Organization Chart
   E. Market to be Served and Location for the Business
   F. Financing Need
   G. Financing Sources
   H. Timetable
   I. Highlights of Financial Projections

II. Target Market Selection
   A. Industry Study / Environmental Scanning
   B. Market Evaluation: Size, Segments, and Growth
   C. Competitive Analysis
   D. Identification of Prospective Customers
   E. Customer Profile
   F. Market Positioning
   G. Market Entry Strategy

III. Product / Service Strategy and Price Strategy
   A. Description and Development of the Product/Service, Possible Applications, and Product/Service Potential
   B. Distinctive Competencies or Uniqueness of Product/Service
   C. Product/Service Support Strategy
   D. Technologies and Skills Required in the Business
   E. Technical Feasibility
   F. Product Costing
   G. Pricing Strategy and Channels Pricing Policies
   H. Protection: Patents, Copyrights, Registered Trade Names
   I. Packaging

IV. Physical Distribution Strategy and Promotional Strategy
   A. Selling / Distribution Policy
      1. Distribution Strategy
      2. Trade Channels
      3. Distribution Scheme
   B. Advertising and Promotions Plan
      1. Overall Promotions Strategy
      2. Advertising & Media Plan
      3. Consumer and Trade Activities
      4. Merchandising / Point of Purchase Materials
      5. Publicity / Public Relations / Events

V. Manufacturing and Operations
   A. Premises Location / Site Selection
   B. Determining Space Requirements
C. Production / Service Capacity
D. Sources of Supply of Key Materials
E. Workforce
F. Nature of Production Process – Machinery and Critical Points

VI. Management
   A. Owners / Directors and Key Management Personnel
   B. Compensation of Key Management
   C. Staffing and Recruitment Plans
   D. Training Policies
   E. Human Resources Management Policies

VII. Initial Investment Required
   A. Funds Required and Timing
   B. Financing Sources to be Tapped
   C. Exit Routes for Investors

VIII. Projected Financial Performance
   A. Projected Sales, Profits, Return on Capital, Net Worth
   B. Sensitivity Analysis and Break-Even Analysis
   C. Pro-forma Statements (Income Statement, Balance Sheet & Cash Flow)

IX. Attachments / Appendices