



**MGT 3300: Marketing Management  
Summer 2026**

MTWTh: 8am-9:30am in Seminar West, Mansfield College

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|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Instructor:</b>   | Michael Lowe and Timothy Halloran                                                                                                                                               |
| <b>Office:</b>       | Scheller College of Business, 4th floor #4219 (414)                                                                                                                             |
| <b>Email:</b>        | <a href="mailto:michael.lowe@scheller.gatech.edu">michael.lowe@scheller.gatech.edu</a> ; <a href="mailto:tim.halloran@scheller.gatech.edu">tim.halloran@scheller.gatech.edu</a> |
| <b>Office hours:</b> | ANYTIME – just set up an appointment.                                                                                                                                           |

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\*The best way to contact me is via email. I check it regularly and will get back to you as soon as possible, most likely within 24 hours unless it is a weekend or holiday.

*Students requiring accommodations or special assistance with course requirements should contact me as soon as possible to discuss appropriate academic accommodations for qualified students with disabilities.*

**COURSE OBJECTIVES**

1. To understand the function, role and scope of marketing in a business, and become familiar with the basic principles of marketing, as well as its common vocabulary, concepts and activities.
2. Begin to be able to:
  - a. Generate marketing insight by identifying and analyzing marketing-relevant data, trends, issues and opportunities for a business.
  - b. Respond to market intelligence with smart, strategic, sound marketing decisions.
  - c. Demonstrate both analytical and creative thinking in creating marketing recommendations.

**COURSE MATERIALS**

***Encouraged Reading:***

1. Kelley, David and Tom Kelley; Creative Confidence: Unleashing the Creative Potential Within us All (2013), New York : Random House : (ISBN: 978-0-385-34936-9)
2. Grigsby, Mike; Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques (2018), New York : Kogan Page : (ISBN: 978-0-7494-8216-9)

**Supplemental Material:** Articles and other material to supplement the text and classroom discussion may be added and announced during the semester online or in class.

## **COURSE CONTENT**

This course is designed to give you an overview of the basic principles of marketing. You will learn core elements of the marketing process and discipline, as well as the strategic role of marketing within organizations. In addition, this course should change you as a consumer, as you become more familiar with marketing tactics relevant to your own consumption. The course will involve lecture, discussion, readings, real world cases and illustrations, and application.

Marketing management, like many things, is best understood by doing it. The bulk of this class will involve learning by applying the content to a semester-long project.

The course will involve the following components:

1. Lectures – in person (see course calendar).
  - a. The majority of course content will be provided in-person during lectures. However, some other content might be posted to canvas, and students are responsible for watching all posted content. Quizzes will cover new content since the last quiz.
2. Tutorials – (see course calendar).
  - a. Students and student teams are expected to attend regularly scheduled tutorials with Dr. Lowe and Dr. Halloran. These meetings with Dr. Lowe and Dr. Halloran will be used to discuss progress on their course projects. Students are responsible for coming prepared to these meetings with questions, ideas, research, and content for review.
3. Team / Student Meetings – scheduled as needed.
  - a. Students and teams are welcome and encouraged to schedule as many meetings as needed with Dr. Lowe and Dr. Halloran throughout the semester in order to stay on track with the project, to improve their trajectory, and to understand any principles or processes that the need help with.
4. Class presentations – end of semester.
  - a. At the end of the semester, groups will present their projects in-class. The schedule for these presentations will be decided upon as a class and will be announced.

Additional details or adjustments regarding the timing of these different components will be discussed in class and will be communicated through canvas.

The course will be roughly divided into the following 3 segments:

- Understanding marketing strategy and its role in an organization
- Understanding consumer behavior and decision making
- Understanding marketing tactics (where marketing strategy and the consumer meet)

## **COURSE REQUIREMENTS AND EVALUATION**

### **Evaluation:**

| <b>Component</b>                                                                                                                                                                                                                                                                                                                                                                            | <b>Weight</b> | <b>Grading Distribution</b>                                                           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|---------------------------------------------------------------------------------------|
| <b>Marketing Management Project</b> <ul style="list-style-type: none"> <li>• Instructor Evaluation</li> <li>• Classmate Evaluation</li> <li>• Teammate Evaluations</li> <li>• Self-Evaluation</li> </ul> <p>* Individual project grades will be assigned after accounting for each of these performance scores <b>Your personal score here will heavily weigh teammate evaluations.</b></p> | 70%           | A: 90-100<br>B: 80-89. <u>9</u><br>C: 70-79. <u>9</u><br>D: 60-69. <u>9</u><br>F: <60 |
| <b>Quizzes</b> (5% each)                                                                                                                                                                                                                                                                                                                                                                    | 20%           |                                                                                       |
| <b>Attendance*</b>                                                                                                                                                                                                                                                                                                                                                                          | 10%           |                                                                                       |
| <b>TOTAL</b>                                                                                                                                                                                                                                                                                                                                                                                | <b>100%</b>   |                                                                                       |

**\*Excessive absences may lead to final grade issues beyond this component weight. You will be contacted by instructors if this becomes an issue.**

**Marketing Management Project:** The integrative, semester-long exercise for the course will be for you and a team to select one company, product, or brand from any industry of your choice and present a marketing proposal for that company based on consumer and market-based insights that you generate. Imagine that your team, either as internal employees or as consultants, has been tasked with providing a marketing recommendation or direction for your chosen company. This may involve (but is not limited to) reviving an underperforming product, reversing the decline of a product, extending a product's life cycle, reaching a new market, innovating, maintaining your relevance, defending against potential threats or simply identifying untapped opportunities for growth or longevity. Tactically, this may involve introducing a new product, repositioning a product, repurposing, introducing a product to a new customer segment, a new collaboration, making product modifications, phasing out a product and reallocating resources, changing communications strategies / channel strategies / pricing strategies / promotion strategies, loyalty program strategies, etc. You might think about proceeding with this assignment in four general steps:

1. Select a company or product; any good or service that you and your team are interested in working with.
2. Conduct two general phases of research:
  - a. Market Intelligence. The purpose of this first phase is to understand the market & industry, your company & brand, the competitors, the suppliers, intermediaries, channels, relevant news and trends, etc. Learn about the company and the macro-influences and trends affecting your product. The goal of this phase of research is to identify clear priorities and possibilities for your company.
  - b. Consumer Intelligence. Based on your first round of research, conduct more directed secondary and primary research (survey, ethnographic, secondary, experiments, focus

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groups, etc.) that helps you answer important remaining questions about the consumers and potential consumers of your product, or refine your recommendations.

3. Finally, given your research, develop a your marketing recommendations for your company. Based on your research, principles from class, your own creativity and the best quantitative and financial analysis you can perform, generate the details of a plan for capitalizing on the insight you've discovered. Support your recommendations with your research. Bring your recommendations to life in concrete and visual ways.

**Your team will be evaluated on the quality of your research, the depth and accuracy of your analysis and insight, the innovativeness, potential impact, precision and feasibility of your recommendations, your creativity, and the quality of your presentation.** Remember that you are supposedly presenting to managers who you are asking to make financial investments in your ideas – show them sound research, analysis, and financial projections, but also get us excited about the idea.

Your final presentation should include the following:

1. An introduction to your product and an overview of its current position and situation.
2. A summary of the research you have conducted, your analysis and conclusions.
3. A clear identification of your key market or consumer insights.
4. A detailed description of your recommended actions and timeline for implementation.
5. Projected financial implications (costs and impact).
6. Summary, conclusion, and time for Q&A.

Each team will be given approximately 30 minutes to present, followed by 3-5 minutes of Q&A. ALL team's slides will be due by email prior to the start of class on the day of the first presentations. In addition, please bring a printed copy of your slides to class on the day you present. There is no other deliverable associated with this project.

### **OTHER IMPORTANT INFORMATION**

**Grade Issues:** We do not anticipate changing a grade unless We've made a math error. If you feel that you have been graded unfairly, please make a **written** case for why you feel the grade is wrong and submit it to the instructor within two class periods after the assignment or test was returned. If you submit a written appeal, I may not change your grade, but will consider your appeal carefully and fairly. **The cutoffs given in this syllabus for letter grades are strictly adhered to in final grade assignments** in order to ensure fairness to all students. Also, grades may be posted for your convenience; however, in case of a discrepancy, the official grades are in my spreadsheet.

**FERPA (Family Educational Rights and Privacy Act):** We are legally bound by FERPA to protect the privacy of your educational records, which includes disclosing or discussing your classroom performance with others, including your parents. If you have concerns regarding your performance or evaluation, please speak with us since we are not allowed to discuss these issues with your parents.

**Students with Disabilities:** The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact

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Disability Services, visit <http://disabilityservices.gatech.edu>, call 404-894-2563 or go The Office of Disability Services, 353 Ferst Drive. Please also see the instructor within the first two weeks of class.

**Academic Integrity:** Upon accepting admission to Georgia Institute of Technology, individuals immediately assume a commitment to uphold the Honor Code (<http://honor.gatech.edu>), to accept responsibility for learning, and to follow the philosophy and rules of the Honor System. Ignorance of the rules does not exclude any member of the University community from the requirements or the processes of the Honor system. Any academic misconduct will be reported to the Office of Student Integrity and may result in a failing grade for the course at the instructor's discretion. For additional information please visit: <http://osi.gatech.edu>.

### **COURSE SCHEDULE\***

| Date    | Section                               | 8:00 to 8:30                                          | 8:30 to 9:00 | 9:00 to 9:30               | Tutorial Topics / Deliverables                                                       |
|---------|---------------------------------------|-------------------------------------------------------|--------------|----------------------------|--------------------------------------------------------------------------------------|
| June 29 | Marketing Strategy (ML)               | Intro / Syllabus / Team Formation / Marketing Defined |              |                            | Form Teams, Client Discovery Begins                                                  |
| June 30 |                                       | Marketing Strategy 1                                  |              |                            |                                                                                      |
| July 1  |                                       | Marketing Strategy 2                                  |              |                            |                                                                                      |
| July 29 |                                       | Marketing Strategy 3                                  |              |                            |                                                                                      |
| July 6  | Consumer Psychology (ML)              | Consumer Behavior                                     |              |                            | Market Research, company priorities and possibilities, GOAL. Quiz 1 Due Thurs. night |
| July 7  |                                       | Tutorial 1                                            | Tutorial 2   | Consumer Behavior          |                                                                                      |
| July 8  |                                       | Tutorial 3                                            | Tutorial 4   | Search / JDM               |                                                                                      |
| July 9  |                                       | Tutorial 5                                            | Tutorial 6   | Social Influence           |                                                                                      |
| July 13 | Research, Digital/Social, Ethics (ML) | Research and Analytics                                |              |                            | Consumer Research (Secondary). STRATEGY. Quiz 2 Due Thurs. night                     |
| July 14 |                                       | Tutorial 1                                            | Tutorial 2   | Research and Analytics     |                                                                                      |
| July 15 |                                       | Tutorial 3                                            | Tutorial 4   | Digital / Social           |                                                                                      |
| July 16 |                                       | Tutorial 5                                            | Tutorial 6   | Marketing Ethics           |                                                                                      |
| July 20 | Marketing Tactics: Product (TH)       | Brand Management                                      |              |                            | Consumer Research (Primary). TACTICS. Quiz 3 Due Thurs. night                        |
| July 21 |                                       | Tutorial 1                                            | Tutorial 2   | Product Design             |                                                                                      |
| July 22 |                                       | Tutorial 3                                            | Tutorial 4   | Promotion (Creative)       |                                                                                      |
| July 23 |                                       | Tutorial 5                                            | Tutorial 6   | Promotion (Media Planning) |                                                                                      |
| July 27 | Marketing Tactics: Price Channel (TH) | Innovation                                            |              |                            | Recommendations. Details. IMPLEMENTATION. Quiz 4 Due Thurs. night                    |
| July 28 |                                       | Tutorial 1                                            | Tutorial 2   | Value Based Pricing        |                                                                                      |

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|---------|--------------------|------------------------------------------|------------|-------------------|----------------------------------|
| July 29 |                    | Tutorial 3                               | Tutorial 4 | <b>Incentives</b> |                                  |
| July 30 |                    | Tutorial 5                               | Tutorial 6 | <b>Channel</b>    |                                  |
| Aug 3   | Conclusion<br>(TH) | <b>2<sup>nd</sup> half course review</b> |            |                   |                                  |
| Aug 4   |                    | <b>Help Session (Drop-in)</b>            |            |                   |                                  |
| Aug 5   |                    | <b>Presentations (2)</b>                 |            |                   | <b>All slides (before class)</b> |
| Aug 6   |                    | <b>Presentations (2)</b>                 |            |                   |                                  |
| Aug 7   |                    | <b>Presentations (2)</b>                 |            |                   | <b>Peer evaluations</b>          |

\*Schedule and other syllabus/course elements are subject to change at the discretion of the instructors. Changes will be announced within an appropriate time frame and will be communicated on CANVAS and / or by email.

\*\*Some specific assignments are listed in the schedule above, but others may be given during the semester.