

MARKETING PROJECT MANAGEMENT

Course Syllabus

1. General Information

Course name: Marketing Project Management

Course code: MAR

Number of credits: 2

Faculty: Marketing Department

Instructors:

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2. Objectives

Marketing is about placing a new product or service into the market. Projects are about delivering new products and services. The merger of these two fields holds great promise for delivering value to organizations and their clients. This course will provide for students a new knowledge to the field of project marketing and the fundamentals of project management from a marketing frame of reference.

3. Abstract

Marketing project management is at the junction of marketing and project management knowledge. This course aims to make students aware of the importance of marketing management and understand the fundamentals of project and relationship between project management and marketing. After this course, student will be able to create a project life cycle, statement of work, work breakdown structure, schedule, budget and a risk management plan. And also will be able to apply project management fundamentals and work in groups to develop a project plan for a real marketing project.

4. Teaching and learning methods

Lectures: 24h

In class discussion & practice: 6h

5. Prerequisites

Principles of marketing, Strategic Marketing

6. Learning Outcomes

Upon successfully completing this course, a student will be able to do the following:

1. Explain the importance of project management in marketing
2. Describe the basic phases in project management process
3. Analyze the relationships between marketing and project management
4. Be able to apply project management fundamentals to develop a project plan for marketing project

7. Assessment Criteria

Learning outcomes On successful completion of this unit a student will:	Assessment criteria for pass The student can:
1. Explain the importance of project management in marketing	<ul style="list-style-type: none"> - Define the concept of marketing management - Define the concept of project - Understand the importance of projects in implementing organization strategy - Describe project management terminology
2 Describe the basic phases in project management process	<ul style="list-style-type: none"> - Define a project life cycle - Describe the basic phases in project management process: initiation, planning, execution, monitoring and controlling, closure - Identify key elements of a project scope statement and understand why a complete scope statement is critical to project success - Identify common problems with multi project resource scheduling - Identify the different options for crashing an activity when resources are not constrained - Identify common problems with multi project resource scheduling - Identify the four steps for controlling a project - Identify different types of project closure - Understand why it is important to establish project priorities in terms of cost, time, and performance - Understand estimating project times and costs are the foundation for project planning and control

Learning outcomes On successful completion of this unit a student will:	Assessment criteria for pass The student can:
	<ul style="list-style-type: none"> - Understand how to identify project risks - Understand the differences between time constrained and resource-constrained schedules - Understand the different reasons for crashing a project - Understand the challenges of closing out a project - Describe a process breakdown structure - Describe guidelines for estimating time, costs, and resources - Describe the risk management process - Explain the importance of a project audit - Utilize a tracking Gantt to monitor time performance - Forecast final project cost
3.Analyze the relationships between marketing and project management	<ul style="list-style-type: none"> - Understand the concept of marketing project management - Understand the benefits of a project-managed approach to marketing - Understand that project management can be used to manage all sorts of marketing activities and campaigns - Describe the different between project and marketing project - Describe the roll of marketing project manager - Describe the phases of the marketing project management process
4.Be able to apply project management fundamentals to develop a project plan for marketing project	<ul style="list-style-type: none"> - Develop a project plan for marketing project - Utilize 05 phases of the marketing project management process: <ul style="list-style-type: none"> + Initiation + Planning + Execution + Evaluation + Closure

8. Outlines

- **Chapter 1 Overview of project management in marketing**

- 1.1 Introduction of marketing and marketing management
- 1.2 Six components of marketing management
- 1.3 Definition of projects
- 1.4 Concept of project management
- 1.5 Concept of project management in marketing

- **Chapter 2 Project management process**

- 2.1 Defining the project scope
- 2.2 Establishing project priorities
- 2.3 Creating breakdown structure
- 2.4 Estimating project times and costs
- 2.5 Developing a project plan
- 2.6 Managing risks
- 2.7 Scheduling resources
- 2.8 Reducing project duration
- 2.9 Performance measurement
- 2.10 Project closure

- **Chapter 3 Marketing project management**

- 3.1 Introduction
- 3.2 Concept of prefeasibility studies
- 3.3 Five frames of prefeasibility analysis
- 3.4. Concept of feasibility studies
- 3.5 The six components of feasibility studies
- 3.6 The particularities of marketing feasibility of projects

- **Chapter 4 What do marketing experts, project managers and clients have in common?**

- 4.1 Project managers and clients
- 4.2 Nine factors of troubles

9. Required Textbooks

Larson, E.W. and Gray, C.F. (2018), *Project Management: The managerial process*, 7th Edition, McGraw-Hill

Mesly, O. (2020), *Marketing Projects (Best Practices in Portfolio, Program, and Project Management)*, 1st Edition, Auerbach Publications

10.Schedule

Slot	Main contents	Specific contents and activities	Student's tasks
1	Chapter 1 Overview of project management in marketing	<ul style="list-style-type: none"> Course Introduction: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria Marketing role Marketing activities and concepts Six components of marketing management: <ul style="list-style-type: none"> Innovation Segmentation Positioning Targeting and marketing mix Differentiation and branding Loyalty Building Marketing plan <p><u>Suggested Activity: Discuss & Debate</u></p> <ul style="list-style-type: none"> - Describe the four main eras of marketing - Give 01 example to describe one of six components of marketing management 	<p>Before class:</p> <p>Reading</p> <p>Course syllabus</p> <p>Mesly, O. (2020), <i>Marketing Projects</i> Chapter 1 <i>What is marketing</i> pp 17-30</p> <p>Chapter 2 <i>What is marketing management</i> PP 65-70</p>
2	Chapter 1 Overview of project management in marketing (cont.)	<ul style="list-style-type: none"> Definition of projects Concept of project management Concept of project management in marketing <p><u>Suggested Activity: Q&A</u></p> <ul style="list-style-type: none"> - What are some of the key environmental forces that have changed the way projects are managed? What has been the effect of these forces on the management of projects? - Why is the implementation of projects important to strategic planning? - Why do marketers need to manage the marketing 	<p>Before class:</p> <p>Reading</p> <p>Mesly, O. (2020), <i>Marketing Projects</i>- Chapter 2 <i>What is marketing management</i> pp 95-99</p> <p>Larson, E.W. and Gray, C.F. (2018), <i>Project Management</i>- Chapter 1 pp 6-9</p>

Slot	Main contents	Specific contents and activities	Student's tasks
		activities as a marketing project?	
3	Chapter 2 Project management process	<ul style="list-style-type: none"> • Defining the project scope • Establishing project priorities • Creating breakdown structure <p><u>Suggested Activity: Individual activity</u></p> <p>- You are in charge of organizing a dinner-dance concert for a local charity. You have reserved a hall that will seat 30 couples and have hired a jazz combo.</p> <p>a. Develop a scope statement for this project that contains examples of all the elements. Assume that the event will occur in four weeks and provide your best guess estimate of the dates for milestones.</p> <p>b. What would the priorities likely be for this project?</p>	<p>Before class:</p> <p>Reading</p> <p>Larson, E.W. and Gray, C.F. (2018), <i>Project Management</i>- Chapter 4 pp 100-128</p>
4	Chapter 2 Project management process (cont.)	<ul style="list-style-type: none"> • Creating breakdown structure (cont.) • Estimating project times and costs • Developing a project plan <p><u>Suggested Activity: Q&A</u></p> <p>- What questions does a project objective answer? What would be an example of a good project objective?</p> <p>- What are the major types of costs? Which costs are controllable by the project manager?</p> <p>- How does a communication plan benefit management of projects?</p>	<p>Before class:</p> <p>Reading</p> <p>Larson, E.W. and Gray, C.F. (2018), <i>Project Management</i>- Chapter 5,6 pp 162-206</p>

Slot	Main contents	Specific contents and activities	Student's tasks
5	Chapter 2 Project management process (cont.)	<ul style="list-style-type: none"> Managing risks Scheduling resources Reducing project duration <p><u>Suggested Activity: Q&A</u></p> <ul style="list-style-type: none"> What is the difference between avoiding a risk and accepting a risk? What are the likely outcomes if a change control process is not used? Why? What are the major differences between managing negative risks versus positive risks (opportunities)? 	<p>Before class:</p> <p>Reading</p> <p>Larson, E.W. and Gray, C.F. (2018), <i>Project Management</i>- Chapter 7,8,9 pp 304, 458, 524</p>
6	Chapter 2 Project management process (cont.) Group Assignment Tutorial	<ul style="list-style-type: none"> Performance measurement Project closure <p><u>Suggested Activity: Q&A</u></p> <ul style="list-style-type: none"> How does a tracking Gantt chart help communicate project progress? Why is it important for project managers to resist changes to the project baseline? Under what conditions would a project manager make changes to a baseline? When would a project manager not allow changes to a baseline? How does the project closure review differ from the performance measurement control system? <p>Guideline on group assignment</p>	<p>Before class:</p> <p>Reading</p> <p>Larson, E.W. and Gray, C.F. (2018), <i>Project Management</i>- Chapter 13,14 pp 458 ~ 468; 516-522</p>
7	Chapter 3 Marketing project management	<ul style="list-style-type: none"> The definition and important of project prefeasibility 05 frames of prefeasibility analysis: <ul style="list-style-type: none"> Structural and Functional elements Risks analysis in project management <p><u>Suggested Activity:</u></p> <p>Answer True or False pp 181</p>	<p>Before class:</p> <p>Reading</p> <p>Mesly, O. (2020), <i>Marketing Projects</i> Chapter 4 <i>Marketing Feasibility of Projects</i> pp 135-142</p>

Slot	Main contents	Specific contents and activities	Student's tasks
8	Midterm exam Group Assignment Tutorial	Written exam in 60 minutes	
9	Chapter 3 Marketing project management (cont.)	<ul style="list-style-type: none"> 05 frames of prefeasibility analysis: <ul style="list-style-type: none"> - Project Potentiality - Project Parameters - Key success factors and Key failure factors <p><u>Suggested Activity:</u> Answer True or False pp 181</p>	<p>Before class:</p> <p>Reading</p> <p>Mesly, O. (2020), <i>Marketing Projects Chapter 4 Marketing Feasibility of Projects</i> pp 140-148</p>
10	Chapter 3 Marketing project management (cont.)	<ul style="list-style-type: none"> The definition of project feasibility report 06 strategic project management tools: <ol style="list-style-type: none"> 1. The 4Ps (in more detail): plan, processes, people, and power 2. PRO: pessimistic, realistic, and optimistic scenarios 3. POVs: points of vulnerability (under extensive scrutiny) <p><u>Suggested Activity:</u> Answering student's question related to group assignment</p>	<p>Before class:</p> <p>Reading</p> <p>Mesly, O. (2020), <i>Marketing Projects Chapter 4 Marketing Feasibility of Projects</i> pp 148-166</p>
11	Chapter 3 Marketing project management (cont.)	<ul style="list-style-type: none"> 06 strategic project management tools: <ol style="list-style-type: none"> 4. POE: point of equilibrium 5. POW: product, organization, and work breakdown structures 6. PWP: work psychodynamics <ul style="list-style-type: none"> The particularities of marketing feasibility of projects <p><u>Suggested Activity:</u> Answering student's question related to group assignment</p>	<p>Before class:</p> <p>Reading</p> <p>Mesly, O. (2020), <i>Marketing Projects Chapter 4 Marketing Feasibility of Projects?</i> pp 148-166</p>
12	Chapter 5 What do marketing experts, project managers and	<ul style="list-style-type: none"> The relationship between project managers and clients 09 factors of trouble: Pressure to perform, 	<p>Before class:</p> <p>Reading</p> <p>Mesly, O. (2020),</p>

Slot	Main contents	Specific contents and activities	Student's tasks
	clients have in common?	Rework, "Demotivating" Discretion <u>Suggested Activity:</u> Answering student's question related to group assignment	<i>Marketing Projects</i> Chapter 5 <i>What do marketing experts, project managers and clients have in common</i> pp 185-198
13	Chapter 5 What do marketing experts, project managers and clients have in common? Oral presentations of group project	<ul style="list-style-type: none"> • 09 factors of trouble: Over-commitment vs loyalty Entrapment Client inadequacy Diverging interests, Particular problems in less-advanced countries • Oral presentation of group project • Q&A on each project Each oral presentation must not be longer than 15 minutes	Before class: Reading Mesly, O. (2020), <i>Marketing Projects</i> Chapter 5 <i>What do marketing experts, project managers and clients have in common?</i> pp 200-210 Submitting project proposal and planning report Preparing and submitting slides for oral presentation
14	Oral presentations of group project	<ul style="list-style-type: none"> • Oral presentation of group project • Q&A on each project Each oral presentation must not be longer than 15 minutes	Before class: Submitting project proposal and planning report Preparing and submitting slides for oral presentation
15	General review and discussion	Give a general review of the course's contents and discussion	

1. Grading Policy

	Assignment	Importance
1	Class participation/in class activities	15%
2	Midterm exam	10%
3	Group assignment	25%
4	Final exam (individual)	50%

Class participation

Note: Punctual and regular attendance is a minimum expectation for this course. The students must not be absent more than 20% of total scheduled learning slots.

Group Assignment

- The group project will be done in assigned group of 4 or 5 students. Which is a combination of literature review, research proposal and dedicated team work to set up 01 project management plan for marketing activities/ marketing campaign. The group project requires student to work with other members in assigned group to conduct a real marketing project and present a report. As a result of the group project, each group must deliver a planning report and present it. The oral presentation of each group must be no longer than 15 minutes.
- The details requirement for group assignment as below:
 - Each group will choose 01 marketing activity or marketing campaign and apply a knowledge on project management to develop a project plan for this marketing activity/ marketing campaign.
 - The project must be follow to the 05 phases of the marketing project management process: Initiation, Planning, Execution, Evaluation and Closure

Midterm exam

The Midterm exam contains parts that include short answers but typically also contain longer analytical essays based on a short case. Midterm exam should test analytical, evaluation, and theory application knowledge. This exam will not merely test students' ability to recall information or basic concepts, but will aim at higher-order abilities to apply concepts and theories to unfamiliar cases with the help of case studies or analytical essays under time pressure

Final exam

The final exam consists of from two to three essay questions that might be related to any topic related to marketing project management in the course. The final exam contains parts that include short answers but typically also contain longer analytical essays based on a short case. Final exam should test analytical, evaluation, and theory

application knowledge. This exam will not merely test students' ability to recall information or basic concepts, but will aim at higher-order abilities to apply concepts and theories to unfamiliar cases with the help of case studies or analytical essays under time pressure