

Integrating Marketing and Accounting in the Introduction to Marketing Management Course

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AACSB MANDATE

The Association to Advance Collegiate Schools of Business (AACSB) has recently required all accredited schools to show evidence of integration of the various functional areas of business in the curriculum.

RESPONDING TO THE MANDATE

- Typical Approaches
 - Require a common integrative capstone course for all students in all business majors.
 - Require a unique integrative capstone course for students in each specific major.
 - Integrate all required Introductory courses and require all students to take all such courses in the same semester.
 - Other

OUR APPROACH

- Target Audience
 - Juniors required to take the Introduction to Marketing Management course (MKT 230).
- Required Take-Home Case Analysis

ILLUSTRATION

The Bittebourg Company

Many, if not most, business cases written for introductory courses are *one-dimensional* in the sense that they reveal issues and problems and beg for problem solution recommendations solely of the kind devoted to the particular course being taught.

Our case includes both marketing issues/problems and managerial accounting information which, when used in combination, allows the student of Mkt 230 to see how useful knowledge of the accounting kind (P & L statements, in particular) can be in illuminating various marketing issues.

Blending the two areas enables the astute student to articulate much stronger problem statements and to offer much more reasonable and defensible problem solutions.

Examples of Marketing Issues Contained in the Case

- Transportation/Distribution
- Sales Force Management Issues
 - Structure
 - Compensation
 - Size
 - Training
 - Salesperson Expectations and
Performance Appraisal
- Philosophical Orientation of Top Management
- Other

Problem Solution Recommendations

- Without taking financial information into account.
- When taking financial information into account.

OVERVIEW AND SUMMARY

- Students properly using the financial information make superior recommendations backed up by a more logical, defensible rationale.
- Even students who do not make the connection between the financial and marketing information in the case learn a great deal: the in-class *Debriefing* of this assignment is illuminating and instructive.
- We have revised this case and will use it again in the upcoming Spring semester, 2006.

- We welcome feedback from interested individuals. Toward that end, copies of the case and key profit and loss statements stemming from the case can be found by going to the CTLT web site (Symposium page).
- **QUESTIONS?**