

Course	MRKT 5000 - Marketing
Term	Spring I, 2008 Presbyterian / St. Luke Medical Center TUESDAY EVENINGS – 5:30 – 9:30 pm January 7 – March 7, 2008.
Instructor	Name: Marilyn Fullmer-Umari Phone: 303-973-2486 Email: hrsa@ix.netcom.com
Catalog Description	Students examine the character and importance of the marketing process, its essential functions, and the institutions exercising these functions. Course content focuses on the major policies that underlie the activities of marketing institutions and the social, economic, and political implications of such policies.
Prerequisites	None Required.
Course Level Learning Outcomes	Upon Completion of this course the student should: <ul style="list-style-type: none"> • Be able to properly identify and select markets for which specific products will be targeted. • Explain the basic functional aspects necessary to formulate an integrated Marketing Plan. This includes Consumer Buying Behavior, Environment, Marketing Research, Product Management, Promotion, Channels of Distribution and Pricing. • Be able to perform marketing research that is targeted towards reading of topical articles related to Marketing and being able to reference their topics to that being discussed in the class. • Be able to develop a complete, conceptual Marketing Plan based on what is learned in this class. This objective deals with the practical application of the subject of Marketing and integrates the information presented in the entire class. This overview of a conceptual marketing plan will be used to build detailed Marketing Plans in future marketing core courses.
Materials	Marketing, Concepts, and Strategies – 14 th Edition Houghton and Mifflin Publisher Pride and Ferrell ISBN 978-0-618-79970-1

Activities

The time in class will be spent on lectures and exercises, with discussions of DVD short cases. Most exercises will be conducted during class in the form of group case analyses of the cases at the end of the chapters in the text. Participation and in-class exercises cannot be made up if you miss a class.

There will be a mid-term examination the fourth week and a final exam in the ninth week. The mid-term exam will be multiple choice and short-answer questions and will cover chapters 1-10, excluding chapter 9. The final exam will be multiple choice and short-answer questions. The final exam will be comprehensive over the entire course.

Article Review Assignment

The Article Review assignment includes two parts, a paper and a presentation. The paper and presentation will be due in the week in which you give your class presentation on your article – based on your last name. Students are responsible for finding a current article for this assignment on one of the topics of our readings for the first seven weeks of class. Your paper should be 1200-1500 words in length. The first half of the paper should review the main points raised by the author. The second half of the paper should examine the quality and applications. For example, offer a critique of some of the author's points or consider how useful the article is. Is it solid research? Finally, offer an application of one or more points raised in the article to your own workplace examples. The second half of the paper is your contribution.

Articles that pertain to the week's topic can be found in current periodicals. I will also send you a list of resources that you can use the night of our first class meeting. Excellent sources include: Harvard Business Review, the Sloan Management Review, and other peer-reviewed journals. Article reviews must include references throughout the paper whenever you are dependent on outside sources. Your paper should also include a reference page at the end of the article review. Article reviews are due as a hard copy on the night that we meet in class and also, for full credit (3 points), email the article to the instructor's e-mail address: hrsa@ix.netcom.com on the due date.

Please label your subject line: HRMK5000 Week (insert week number here) Article Review – Your Name

An individual presentation will be given by each , as part of this assignment, during weeks 2 – 6. For the presentation, prepare an 8-10 minute presentation on the topic to be presented to the class and accompanied by 6-8 PowerPoint slides. Email the slides with your paper to the instructor by the day both are due.

	<p>Week Two – Students whose last names begin with the letter A – E will give their presentations.</p> <p>Week Three - Students whose last names begin with the letter F – J will give their presentations.</p> <p>Week Four - Students whose last names begin with the letter K – O will give their presentations.</p> <p>Week Five - Students whose last names begin with the letter P – T will give their presentations.</p> <p>Week Six - Students whose last names begin with the letter U – Z will give their presentations.</p>
<p>Policy Statements: University Policies</p>	<p>University policies are provided in the current course catalog and course schedules. They are also available on the university website. This class is governed by the university’s published policies. The following policies are of particular interest:</p> <p>Academic Honesty</p> <p>The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university’s academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.</p> <p>Syllabus</p> <p>This syllabus may be revised at the discretion of the instructor without the prior notification or consent of the student. The schedule below presents an approximate expectation of course progress. The instructor reserves the right to change the overall course grade weighting. Any changes will be announced in class.</p> <p>Participation</p> <p>Your participation grade will be based on the following criteria:</p> <ul style="list-style-type: none"> • Quantity of high-quality participation • Quality of participation (your comments and insights in class reflect in-depth knowledge of HRM theories and frameworks and the ability to apply them to real and simulated situations) • Balanced involvement in classroom discussion, showing a readiness to share airtime with your classmates. <p>Drops and Withdrawals</p> <p>Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will</p>

	<p>determine the amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.</p> <p>Special Services</p> <p>If you have registered as a student with a documented disability and are entitled to classroom or testing accommodations, please inform the instructor at the beginning of the course of the accommodations you will require in this class so that these can be provided.</p> <p>Disturbances</p> <p>Since every student is entitled to full participation in class without interruption, disruption of class by inconsiderate behavior is not acceptable. Students are expected to treat the instructor and other students with dignity and respect, especially in cases where a diversity of opinion arises. Students who engage in disruptive behavior are subject to disciplinary action, including removal from the course.</p>										
Course Policies	<p>This syllabus may be revised at the discretion of the instructor without the prior notification or consent of the student. The schedule below presents an approximate expectation of course progress. The instructor reserves the right to change the overall course grade weighting. Any changes will be announced in class.</p> <p>In line with the university's policy on academic honesty, please be advised that instances of academic dishonesty will result in a zero for the assignment and will be reported to the Dean of the School of Business and Technology for further disciplinary action.</p>										
Grading	<p>Weighting of Grades – Distribution of Points</p> <table data-bbox="488 1402 982 1732"> <tr> <td>Article Review Presentation</td> <td>10</td> </tr> <tr> <td>Article Review Paper</td> <td>15</td> </tr> <tr> <td>Class Participation</td> <td>10</td> </tr> <tr> <td>Midterm</td> <td>30</td> </tr> <tr> <td>Final Exam</td> <td>35</td> </tr> </table> <p>Course Evaluation Criteria:</p> <p>The following table defines the course evaluation criteria used to measure</p>	Article Review Presentation	10	Article Review Paper	15	Class Participation	10	Midterm	30	Final Exam	35
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the student's knowledge and progress and the points earned in determining their course grade.

The following table illustrates the percentage grade to letter grade equivalents:

POINTS EARNED	LETTER GRADE	PERFORMANCE
94-100	A	Superior Graduate Work
90-93.9	A-	Superior Graduate Work
87-89.9	B+	Satisfactory Graduate Work
83-86.9	B	Satisfactory Graduate Work
80-82.9	B-	Satisfactory Graduate Work
70-79.9	C	Barely Adequate Graduate Work
Below 70	F	Unsatisfactory Work
Incomplete	I	Incomplete Work
	ZF	"I" work not completed within one academic year following the completion of the course. A ZF is treated the same as an F or NC for all cases involving GPA, Academic Warning.
	W	Withdrawn from the Course

Weekly Schedule

Reading Assignment for Week 1

- Read Chapters 1, 2, 3, and 4 for first week.

Week 1

Topics:

- Review the course syllabus and plans. Lecture on Introduction to Marketing, Customer Relations, Environmental Forces, and Ethics.
- Reading assignment for Week 2: Read Chapters 5, 6, and 7

Week 2

Topics:

- Lecture on Consumer Buying Behavior, Business Markets and Buying Behavior, and Reaching Global Markets.
- Case Discussion in Groups
- Students whose last names begin with the letter A – E will give their presentations.
- Assignment for Week 3: Read Chapters 8 and 10

Week 3

Topics:

- Lecture on Using Technology and Target Market Analysis

	<ul style="list-style-type: none"> • Case Discussion in Groups • Students whose last names begin with the letter F – J will give their presentations. • Reading Assignment for Week 4: Read Chapter 9
Week 4	<hr/> <p>Topics:</p> <ul style="list-style-type: none"> • Mid-term Exam (first hour of class, chapters 1-10, excluding chapter 9. • Lecture on Marketing Research • Case Discussion in Groups • Students whose last names begin with the letter K – O will give their presentations. • Designated students will give their individual presentations. • Reading Assignment for Week 5: 11 – 14. <hr/>
Week 5	<hr/> <p>Topics:</p> <ul style="list-style-type: none"> • Lecture on Product Decisions • Submit Article Review • Case Discussion in Groups • Students whose last names begin with the letter P – T will give their presentations. • Reading Assignment for Week 6: Read Chapters 15, 16, and 17. <hr/>
Week 6	<hr/> <p>Topics:</p> <ul style="list-style-type: none"> • Lecture on Distribution Decisions. • Financial Marketing Exercise • Case Discussion in Groups • Students whose last names begin with the letter U – Z will give their presentations. • Reading Assignment for Week 7: Read Chapters 18, 19 and 20. <hr/>
Week 7	<hr/> <p>Topics:</p> <ul style="list-style-type: none"> • Lecture on Promotion Decisions • Submit Article Review • Reading Assignment for Week 8: Read chapters 21 and 22. <hr/>
Week 8	<hr/> <p>Topics:</p> <ul style="list-style-type: none"> • Lecture on Pricing Decisions. • Reading Assignment for Week 9: Review assigned chapters from course • Study for the Final Exam <hr/>
Week 9	<hr/> <p>Topics:</p> <hr/>

	<ul style="list-style-type: none">• Course Overview• Final Exam
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