

Course	MRKT 5000 - Marketing
Term	Fall 1, 2008
Instructor	Name: Byron Wigodner Phone: 847-634-3549 Email: Bywig@aol.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. This course gives an overview of the entire marketing process and the integration of the elements that makeup a Marketing Plan.
Prerequisites	None Required.
Course Level Learning Outcomes	<p>Upon Completion of this course the student will be able to:</p> <ul style="list-style-type: none"> • Demonstrate the ability to properly identify and select markets for which specific products will be targeted. • Gain an understanding of 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. • Perform Marketing Research that is targeted towards reading topical articles related to Marketing and referencing their topics to what is being discussed in the class. • Gain the ability to assemble a comprehensive, conceptual Marketing Plan based on the material 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.
Materials	<p>Marketing w/cd 14th Edition, 2007 Michael Etzel, Bruce Walker, William Stanton ISBN #: 0073252891 McGraw-Hill Publishers</p> <p>Available via MBS Direct: (800) 325-3252 or http://bookstore.mbsdirect.net/webster.htm</p>

<p>Grading</p>	<p>Course Project Marketing Plan (to be discussed in detail in class) 25% Mid-term Exam (week five) 30% Class Participation/Case Discussions 15% Final Exam (week nine) 30%</p> <p><u>SCALE:</u> A 93-100 C 70-77 A- 90-92 D 65-70 B+ 87-89 F Below 65 B 80-86 B- 78-79</p>
<p>Activities</p>	<p>The time in class will be spent on lectures and exercises, with discussions of 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. In class exercises cannot be made up if you missed the class.</p> <p>There will be a midterm examination the fifth week and a final exam on the ninth week. The mid-term exam will be short answer/essay and cover chapters 1-14. The final exam will be short answer/essay-type. The final exam will be comprehensive over the entire course.</p> <p>A course project which is the development of a Marketing Plan will be due week 9, additionally a 10 minute oral presentation of your marketing plan will be due weeks 8/9. Chapter 20 will be the guide with Figure 20.2 Strategic Market Planning (Page 563) your outline to be followed.</p> <p>.</p>
<p>Policy Statements:</p> <p>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>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 determine the amount of tuition refund you receive.</p>

	<p>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 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 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>
<p>Course Policies</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>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>
<p>Weekly Schedule</p>	<p>Pre-Assignment for Week 1 Read Chapters 1,2,3, 20</p> <hr/> <p>Week 1 Topics:</p> <ul style="list-style-type: none"> • Review the course syllabus and plans. Lecture on Introduction to Marketing and Identifying and selecting the appropriate markets to target. <p>Assignment for Week 2:</p> <ul style="list-style-type: none"> • Read Chapters 4, 5, 6, 7 <p>Week 2 Topics:</p> <ul style="list-style-type: none"> • Consumer Buying Behavior, Market Segmentation, Targeting and

Positioning Search

- Case Discussion in Groups

Assignment for Week 3:

- Read Chapters 8, 9, 10

Week 3

Topics:

- Lecture on Product Management, Product Planning, Product Mix, Branding
- Case Discussion in Groups

Assignment for Week 4:

- Read Chapters 11-13

Week 4

Topics:

- Lecture on Pricing Decisions, Price Determinations/Strategies

Assignment for Week 5:

- Read Chapters 14-16 Study for Mid-Term

Week 5

Topics:

- Mid-Term
- Lecture on Distribution & Retailing
- Case Discussion in Groups

Assignment for Week 6:

- Read Chapters 17-18

Week 6

Topics:

- Lecture on Promotion, Personal Selling
- Case Discussion in Groups

Assignment for Week 7:

- Read Chapters 19-20

Week 7

Topics:

- Lecture on Advertising, Sales Promotion & Market Planning,
- Case Discussions

Assignment for Week 8:

- Read Chapters 21-22, Prepare Strategic Marketing Plan for Presentation.

Week 8

Topics:

- Marketing Implementation, Strategic Marketing Plan Presentations

	<p>Assignment for Week 9:</p> <ul style="list-style-type: none">• Study for the Final Exam• Strategic Marketing Plan Due <p>Week 9 Topics:</p> <ul style="list-style-type: none">• Strategic Marketing Plan Presentations• Final Exam
Additional Information	None