

<b>Course</b>	<b>MRKT 5000 Marketing</b>																																
<b>Term</b>	Spring II, 2009 Fort Smith Metro Campus Monday evenings																																
<b>Instructor</b>	Joe McCoy, MBA, MIS, Arkansas Manufacturing Solutions <i>In my work, I provide website marketing and related services to manufacturing companies throughout Arkansas. Many small businesses are using very little marketing principles in their business, which makes the work fun, rewarding, and always new.</i> joecmccoy@gmail.com 479-719-1580 (mobile) Note: Preferred contact is by e-mail & will reach me anywhere (mobile e-mail)																																
<b>Catalog Description</b>	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.																																
<b>Prerequisites</b>	None Required																																
<b>Course Level Learning Outcomes</b>	Upon Completion of this course the student should: <ul style="list-style-type: none"> <li>• Be able to properly identify and select markets for which specific products will be targeted.</li> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> </ul>																																
<b>Materials</b>	<b>Kerin, Harley, &amp; Rudelius, <u>Marketing: The Core</u>, 3rd edition (2009), McGraw-Hill Irwin, ISBN-13: 978-0-07-338106-3.</b> <b>Additional Materials:</b> Journal articles through Webster's Connections website, other websites, and current magazines may be used to supplement the textbook. Occasional e-mails will be sent regarding current news related to current economic events and issues.																																
<b>Grading</b>	<table border="1"> <thead> <tr> <th>Topic</th> <th>% of grade</th> </tr> </thead> <tbody> <tr> <td>Exercises &amp; Printed "A-ha" Items</td> <td>30</td> </tr> <tr> <td>Quizzes</td> <td>20</td> </tr> <tr> <td>Class participation</td> <td>12</td> </tr> <tr> <td>Exams (qty =2)</td> <td>25 (12.5% each)</td> </tr> <tr> <td>Presentation</td> <td>10</td> </tr> <tr> <td>Attendance (classroom)</td> <td>3</td> </tr> <tr> <td><b>TOTAL</b></td> <td><b>100%</b></td> </tr> </tbody> </table> <b>Grading Scale</b> <table border="1"> <tbody> <tr> <td>A</td> <td>93-100%</td> <td>B-</td> <td>81-82%</td> </tr> <tr> <td>A-</td> <td>91-92%</td> <td>C</td> <td>71-80%</td> </tr> <tr> <td>B+</td> <td>88-90%</td> <td>F</td> <td>0-70%</td> </tr> <tr> <td>B</td> <td>83-87%</td> <td>I</td> <td>Incomplete</td> </tr> </tbody> </table>	Topic	% of grade	Exercises & Printed "A-ha" Items	30	Quizzes	20	Class participation	12	Exams (qty =2)	25 (12.5% each)	Presentation	10	Attendance (classroom)	3	<b>TOTAL</b>	<b>100%</b>	A	93-100%	B-	81-82%	A-	91-92%	C	71-80%	B+	88-90%	F	0-70%	B	83-87%	I	Incomplete
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<p><b>Grading Guidelines</b></p>	<p><b>The GRADUATE catalog provides these guidelines and grading options:</b></p> <ul style="list-style-type: none"> <li>• <b>A/A-</b> Superior graduate work</li> <li>• <b>B+/B/B-</b> Satisfactory graduate work</li> <li>• <b>C</b> Work that is barely adequate as graduate-level performance</li> <li>• <b>CR</b> Work that is performed as satisfactory graduate work (B- or better). A grade of "CR" is reserved for courses designated by a department, involving internships, a thesis, practicums, or specified courses.</li> <li>• <b>F</b> Work that is unsatisfactory</li> <li>• <b>I</b> Incomplete work</li> <li>• <b>ZF</b> An incomplete which was not completed within one year of the end of the course. ZF is treated the same as an F or NC for all cases involving G.P.A., academic warning, probation, and dismissal.</li> <li>• <b>IP</b> In progress</li> <li>• <b>NR</b> Not reported</li> <li>• <b>W</b> Withdrawn from the course</li> </ul>
<p><b>Activities</b></p>	<p>I will use a broad array of instructional methods to help you learn and enjoy the material to the greatest extent possible. Some of the approaches I may use include:</p> <ul style="list-style-type: none"> <li>• Assigned article discussions</li> <li>• In-class discussion based on readings - <i>Interesting bit or "aha!" moment</i></li> <li>• Turned in "A-ha". An a-ha is what you saw as the most interesting or unexpected part of the reading. It is usually what you consider the most valuable part of the reading to you personally. A posted or printed a-ha is due for most of our meetings (not our first day though).</li> <li>• Quizzes (unannounced, based on assigned reading)</li> <li>• Exercises</li> <li>• Exams</li> <li>• Short lectures and overview</li> <li>• Presentation</li> </ul> <p><b>Attendance</b></p> <p>Multiple studies have shown a correlation between good attendance and good grades: the correlation also holds true for poor attendance and poor grades. I understand that most of you work full time and that business requirements could cause you to miss a portion of a class or an entire class. Please do everything you can to always be in class or meet online to contribute to the learning of your peers. If you must miss a part of class, you will be responsible for additional work. Additional work may include a brief presentation of a component of the session you missed to ensure that you are learning the critical elements of the course and that other students benefit from your ideas and analysis.</p> <p><b>Late assignments</b></p> <p>Assignments are due at the beginning of class unless otherwise specified. Late work is strongly discouraged. Late work will not be accepted later than 1 week after initial due date except in extreme circumstances. For any work that is turned in within 1 week after the due date, points will be deducted at a cost of 10% of the assignment grade per day late.</p>
<p><b>Policy Statements: University Policies</b></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><b>Academic Honesty</b></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</p>

	<p>academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.</p> <p><b>Drops and Withdrawals</b></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. 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><b>Special Services</b></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><b>Disturbances</b></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>
<p><b>Course Policies</b></p>	<p><b>Make-up Work:</b> I will provide additional assignments for any student who is absent from a full or partial class session. The work will reflect the current topics being covered in the class session and its purpose is to ensure that the student fully learns key concepts.</p> <p><b>Late Assignments:</b> All assignments submitted late are subject to a penalty of 10% per day. No assignment more than 1 week overdue will be accepted.</p> <p><b>Syllabus Modification:</b> The instructor reserves the right to change components of the syllabus, class schedules, course requirements, or grading criteria based on changing circumstances and events, University policies, or class input. Any modifications will be provided to students by e-mail and mentioned in class. The syllabus version number can be found on the right-most footer of this document.</p>

NOTE: Chapter Readings assignments will be made available the week before the session they are to be completed. Unannounced quizzes will be given & will be based on assigned reading and previous discussions.

Exercises will be assigned at the end of class to be turned in at next session.

**Weekly  
Schedule**

	<b>Date</b>	<b>Topics</b>	<b>Assignments / Readings Due</b>
1	Mar 16	Course overview & introduction Syllabus review Ch 1: Customer relationships Ch 2: Marketing strategies	In-class: Instructor leads Ch 1 & 2 discussion
2	Mar 23	Ch 3: Marketing environment Ch 4: Marketing ethics	<b>A-ha &amp; Exercise 1 Due</b>
3	Mar 30	Ch 5: Consumer behavior Ch 6: Organizations as customers	<b>A-ha &amp; Exercise 2 Due</b>
4	Apr 6	Ch 7: Global marketing Discuss presentation assignment	<b>Exam 1</b> over Ch 1 through 6 <b>A-ha &amp; Exercise 3 Due</b>
5	Apr 13	Ch 8: Marketing research Ch 9: Segmenting markets Ch 10: New products & services <i>Discuss planned online session</i>	<b>A-ha &amp; Exercise 4 Due</b>
6	Apr 20 <b>ONLINE</b>	Ch 11: Products, services, brands Ch 12: Pricing	<b>A-ha &amp; Exercise 5 Due</b>
7	Apr 27	Ch 13: Channels & chains Ch 14: Retail & wholesale Ch 15: Integrated & direct marketing	<b>A-ha &amp; Exercise 6 Due</b>
8	May 4	Ch 16: Advertising, promotion, & public relations	<b>Exam 2</b> over Ch 11-14 <b>A-ha &amp; Exercise 7 Due</b>
9	May 11	<i>TBD by Student Selection of Available Options or A Topic Developed by Student</i> Ch 17: Personal selling Ch 18: Multichannel marketing	<b>Presentations</b>