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| Course | MRKT 5000 Marketing | |
| Term | FALL 09 | |
| Instructor | Name: | Robert Theus |
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| | Email: | theusr@yahoo.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 | <p>Upon Completion of this course the student should:</p> <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 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 | Perreault, William, and E Jerome McCarthy; BASIC MARKETING; A Global-Managerial Approach; latest edition,. Irwin-McGraw-Hill Inc. | |
| Grading | Midterm Examination Week 5 | 45% |
| | Final Examination Week 9 | 45% |
| | Case Presentation As Assigned | 10% |

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| | <p>A 90% to 100%</p> <p>B 80% to < 90%</p> <p>C 70 % to < 80%</p> <p>F < 70%</p> <p>The GRADUATE catalog provides these guidelines and grading options:</p> <ul style="list-style-type: none"> • A/A- Superior graduate work • B+/B/B- Satisfactory graduate work • C Work that is barely adequate as graduate-level performance • CR 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. • F Work that is unsatisfactory • I Incomplete work • ZF 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. • IP In progress • NR Not reported • W Withdrawn from the course |
| <p>Activities</p> | <p>Class Overview, the time in class will be spent on lectures and exercises, with discussion of videos and short cases. Read and prepare to discuss and contribute to the subject material and matter. Students are encouraged to present and report pertinent articles for discussion at each class meeting. This is a survey course, and student preparation will significantly enhance learning and understanding.</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> |

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| | <p>Drops and Withdrawals 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>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>Student Assignments Retained From time to time, student assignments or projects will be retained by The Department for the purpose of academic assessment. In every case, should the assignment or project be shared outside the academic Department, the student's name and all identifying information about that student will be redacted from the assignment or project.</p> <p>Contact Hours for this Course It is essential that all classes meet for the full instructional time as scheduled. A class cannot be shortened in length. If a class session is cancelled for any reason, it must be rescheduled.</p> |
| Course Policies | This syllabus is intended to be a guide for the course but it may become necessary to deviate from depending upon extraordinary circumstances. Academic honesty is expected. |
| Weekly Schedule | <p>Week 1 Lecture and Discussion of Chapters 1 through 4, Assignment of Cases for the term..</p> <p>Week 2 Lecture and Discussion of Chapters 5,6, and 7; Read and prepare. Case Presentations</p> |

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| | <p>Week 3 Lecture and Discussion of Chapters 8, 9, and 10; Read and prepare Case Presentations</p> <p>Week 4 Lecture and Discussion of Chapters 11, 12 and 13, Read and prepare, Case Presentations</p> <p>Week 5 Midterm Test covering Chapters 1 through 13 inclusive</p> <p>Week 6 Review Midterm Test results Lecture and Discussion of Chapters 14 and 15, Read and prepare</p> <p>Week 7 Lecture and Discussion of Chapters 16, 17 and 18, Read and prepare. Case Presentations</p> <p>Week 8 Lecture and Discussion of Chapters 19, 20, 21 and 22 Read and prepare, Case Presentations</p> <p>Week 9; Review and Final Test</p> |
| Additional Information | |