

Course	MRKT 5000 / NL/ Marketing
Term	Fall 1, 2009 – Saturday #2 – 8:00 am – 5:00 pm 8/22, 9/5, 9/19, 10/3,10/10 (1-5 PM)
Instructor	Name: Alex Randall Work Phone: (404) 307-3217 Cell Phone (904) 412-4367 Email: randall@webster.edu
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	Ferrell, O. C., Pride, W. M. (2010). Marketing: Concepts and Strategies. (2010 Edition). Boston: Houghton Mifflin. ISBN# 0-547-16747-4 (Hardcover) or ISBN# 0-547-16746-6 for the Loose leaf Binding Edition

Sabin, W. (2005). **The Gregg Reference Manual**. (10th Edition). McGraw-Hill. ISBN#0-072-93653-3

To Order Textbooks go to the local North FL website www.webster.edu/jack and click on Order Textbooks to select a vendor

Note: Textbooks must be ordered 2 weeks prior to class to ensure delivery

Supplemental Reading:

- **Research Paper Guidelines and Sample Paper** – See website @ www.webster.edu/jack and click on the Student Resources category.

Grading	Assignments	Points	Percent																
	<ul style="list-style-type: none"> • Exams <ul style="list-style-type: none"> ➤ Mid-term: (50 Points) ➤ Final: Take Home (40 points) 	150 Points	50%																
	<ul style="list-style-type: none"> • Literature Review, Case Assignments • (4@ 25 points each) 	80 Points	26%																
	<ul style="list-style-type: none"> • Term Project <ul style="list-style-type: none"> ➤ Written = 40 points ➤ Presentation = 35 points 	45 Points	15%																
	<ul style="list-style-type: none"> • Passports Internet Proficiency 	10 Points	3%																
	<ul style="list-style-type: none"> • Class Participation and Attendance 	<u>15 Points</u>	<u>5%</u>																
	TOTAL	300 Points	100%																
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Percentage of Total Points</th> <th style="text-align: left;">Grade</th> </tr> </thead> <tbody> <tr> <td>95%-100%</td> <td>A</td> </tr> <tr> <td>90%-94%</td> <td>A-</td> </tr> <tr> <td>88%-89%</td> <td>B+</td> </tr> <tr> <td>84%-87%</td> <td>B</td> </tr> <tr> <td>80%-83%</td> <td>B-</td> </tr> <tr> <td>70%-79%</td> <td>C</td> </tr> <tr> <td>Below 70%</td> <td>F</td> </tr> </tbody> </table>			Percentage of Total Points	Grade	95%-100%	A	90%-94%	A-	88%-89%	B+	84%-87%	B	80%-83%	B-	70%-79%	C	Below 70%	F
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<p>Activities</p>	<p>Marketing Plan:</p> <ul style="list-style-type: none"> • The research project associated with the Marketing 5000 course is outlined in Appendix C section of the text. Completion of the Marketing Plan will enhance the student’s ability to understand the material being taught in the class and relate the course content to the real world applications. • Details of this Marketing Plan format is presented in Appendix C at the end of the text. • Students will prepare a 20 minute executive presentation of their term paper. Presentations will be in PowerPoint format. <p>Case Study Analysis:</p> <ul style="list-style-type: none"> • The case discussion and analysis is part of weekly class exercises. The cases selected are representative of each of the chapter topics for the week. These are presented in the text or from other sources such as video. The purpose of the case discussions is to provide an opportunity for the students to apply what they are learning in the class, from the text readings and associate these concepts with contemporary real world situations. The following outline be utilized in presenting, analyzing and discussing these cases: <ul style="list-style-type: none"> ➤ Summary of the respective case ➤ Key marketing Issues addressed in the case ➤ Addressing the questions relative to the case ➤ Class application – utilization of the “language of marketing” as presented in the case. • Students may on occasion give presentations to the class on cases that they have been assigned for class discussion. <p>Literature Review:</p> <ul style="list-style-type: none"> • Various topics will be assigned during the term covering the selected readings. Assigned papers will be completed to cover the following: <ol style="list-style-type: none"> 1. List the complete reference for the article 2. Give a complete critique of the article 3. Relate this article to the class readings and discussions <p>Other Activities:</p> <ul style="list-style-type: none"> • Students will be expected to accomplish some assignments in groups. Case studies, exercises and/or quizzes will be used to support the group work requirements. • The time in class will be spent on lectures and exercises, with discussions of videos and 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.
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- There will be a midterm examination the fourth week and a final exam on the ninth week. The mid-term exam will be short answer and cover Chapters 1-11. The final exam will also be essay-type and be comprised of the remaining chapters

Exams:

- Mid-term and final exams will be *take home* examinations consisting of essay questions and a bonus point essay question. Failure to turn in an examination when due, will result in an automatic deduction of 15 points, with an additional assessment of 10 points for each following day until received. All late submissions must be turned-in at the Webster Jacksonville campus office during scheduled office hours, regardless of the campus location where the instruction is received.

Individual Papers:

- Students are required to write four individual papers about their organizations. These papers will be the basis for Parts A – D of your Term Project. Students will use the guidelines/suggested format provided for the Term Project (See Parts A – D). Please address and include each of the headings provided in the required format. Each individual paper will have a point value of 25 points.

Passports Internet Proficiency:

- Students are required to submit at least five (5) reference searches, not to exceed four (4) pages each, researching a main theme of the course using Passports full text databases. The assignment will include a reference list cover sheet in APA format. All reference searches will include a brief synopsis of the referenced article. Screen prints will not be accepted. These research documents will be turned in as a part of your Term Project and will be placed in the Appendices. Internet Research is not due prior to the final paper submission, however, you may turn them in early for review to ensure that you are preparing them correctly.

Class Participation and Attendance:

- Students are expected to attend all class sessions of every course for the full 36 contact hours. In the case of unavoidable absence, the student must contact the instructor. The student is subject to appropriate academic penalty for incomplete or unacceptable makeup work, or for excessive or unexcused absences.
- Attendance the last day of class is mandatory to ensure that all work is completed and to be awarded a passing grade.
- Participants are expected to arrive on time and be actively involved in the learning experience. Each student should desire to learn, participate, and proactively contribute to the learning of others during each discussion and exercise.

	<ul style="list-style-type: none"> • Students are to participate in classroom discussions. The discussions are an opportunity for students to reveal their understanding of the assignments made for the current and previous classes. • Assignments are given to prepare the student to participate in class discussions; therefore, it is imperative that reading assignments and associated questions for discussion be completed prior to class. • A maximum of 10 points will be awarded based on the level and quality of participation and preparation. • Failure to turn in an assignment within one week will result in a grade of "0" for that assignment. In addition, failure to submit an assignment will lower the final grade by an additional two points. • All assignments are due as detailed in the Course Schedule.
<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. 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</p>

	<p>behavior are subject to disciplinary action, including removal from the course.</p> <p>Student Assignments Retained</p> <p>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</p> <p>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>
<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>Make-Up Requirements</p> <ul style="list-style-type: none"> • For each class hour missed, a one (1) page, double-spaced, typed paper, with one (1) reference will be submitted by the end of the term. The instructor will assign the topic. A four (4) hour class will require four (4) pages supported with (4) references from popular or academic press. • This paper will be graded and incorporated in the class participation grade. If the make-up work is not submitted, the student's final grade will be reduced one (1) letter grade. • Students are responsible for any class material presented during their absence, and any assignments due should be submitted prior to the absence, if possible.
<p>Weekly Schedule</p>	<p>Pre-Assignments for Sessions 1 and 2:</p> <ul style="list-style-type: none"> • Read & Study Chapters 1-2, including case studies 1.1 and 2.1. Students should prepare a short size 12 font one to two page paper on what you feel the field of marketing is all about. Feel free to review the table of contents section of the text for some ideas. • Read and Study Chapters 3, 4, including case studies 3.1, 4.1

	Session 1	<p>A.M. Session (8-NOON) THEME: Marketing Strategy and Customer Relationships Introduction, course overview, course requirements, and assignments. Guidelines for the term project. Topics:</p> <ul style="list-style-type: none"> • An overview of Strategic Marketing • Planning, Implementing, and Controlling Marketing Strategies • Class exercises (Case Analysis) • Video
	Session 2	<p>P.M. Session (1-5PM) THEME: Environmental Forces, Social and Ethical Responsibility Topics:</p> <ul style="list-style-type: none"> • The Marketing Environment • Social Responsibility and Ethics in Marketing Class exercises and Case Studies • Video <p>Assignments for Sessions 3 & 4:</p> <ul style="list-style-type: none"> • Read and Study Chapters 5, and 6, including case studies 5.1 , and 6.1 • Read Chapters 7, 8, and 9, including case studies 7.1, 8.1, and 9.1
	Session 3	<p>A.M. Session (8-NOON) THEME: Using Information, Technology, and Target Market Analysis Topics:</p> <ul style="list-style-type: none"> • Marketing Research and Information Systems • Target Markets: Segmentation, Evaluation, and Positioning • Class exercise (case studies) • Video
	Session 4	<p>P.M. Session (1-5PM) THEME: Customer Behavior Topics:</p> <ul style="list-style-type: none"> • Consumer Buying Behavior • Business Markets and Buying Behavior • Reaching Global Markets • Class Exercises and Case Studies • Video <p>Assignments for Sessions 5 & 6:</p>

	<ul style="list-style-type: none"> • Read Chapters 10, 11, 12, and 13, including case studies 10.1 , 11.1, 12.1, and 13.1 • Complete Take Home Mid-term Examination • Read Chapters 14 and 15, including case studies 14.1, and 15.1
Session 5	<p>A.M. Session (8-NOON) THEME: Product Decisions Topics:</p> <ul style="list-style-type: none"> • Turn in Mid-term Examination • Product Concepts • Developing and Managing Products • Branding and Packaging • Services Marketing • Class Exercises and Case Studies • Video
Session 6	<p>P.M. Session (1-5PM) THEME: Distribution Decisions Topics:</p> <ul style="list-style-type: none"> • Marketing Channels and Supply Chain Management • Retailing and Direct Marketing • Class Exercises and Case Studies • Video <p>Assignments for Sessions 7 & 8:</p> <ul style="list-style-type: none"> • Read Chapters 16-18 including case studies 16.1, 17.1, and 18.1 • Read Chapters 19 and 20, including case studies 19.1, and 20.1 • Prepare for final exam
Session 7	<p>A.M. Session (8-NOON) THEME: Promotion Decisions Topics:</p> <ul style="list-style-type: none"> • Integrated Marketing Communications • Advertising and Public Relations • Personal Selling and Sales Promotion • Class Exercises and Case Studies • Video
Session 8	P.M. Session (1-5PM)

	<p>THEME: Pricing Decisions Topics:</p> <ul style="list-style-type: none"> • Pricing Concepts • Setting Prices • Class Exercises and case studies. • Video • Hand-out Final <i>Take Home</i> Examination <p>Assignments for Session 9:</p> <ul style="list-style-type: none"> • Complete <i>Take Home</i> Final Examination • Prepare Individual Presentations and Final Paper <hr/> <p>Session 9</p> <p>P.M. Session (1-5PM) THEME: Term Projects and Presentations, Final Exam & Wrap-up Topics:</p> <ul style="list-style-type: none"> • Research Project, Final Exam & Wrap-up • Turn-in <i>Take Home</i> Final Examination • Individual Presentations
<p>Additional Information</p>	<p>Presentation Scoring Criteria (Maximum of 35 Total Points)</p> <p>Student presentations will be subject to the following scoring criteria:</p> <ul style="list-style-type: none"> ◆ Visual Elements <ul style="list-style-type: none"> ○ Presentation organization ○ Appropriate use of graphics (Not too much or too little) ◆ Verbal/Audio Elements <ul style="list-style-type: none"> ○ Presents information clearly and concisely ○ Speaks independently of slides ○ Effectively uses voice to add emphasis ◆ Score Values <ul style="list-style-type: none"> ○ Very Effective: 90 to 100 ○ Effective: 84 to 89 ○ Acceptable: 80 to 83 ○ Less than acceptable: 70 or less <p>Note: The above score values will be expressed as a percentage and multiplied times the total number of possible points. For example a score of 100 will yield 35 points.</p> <p>Determination of Grades is Based on the Following Criteria:</p>

	<p><u>Minimum Requirements:</u></p> <p>Products (papers, case studies, projects) must be on time, in the correct format, corrected for spelling and grammar, appropriate materials included and referenced to-the-point and on topic and conclusions must be supported.</p> <p>Examinations must be complete, accurate, neat, evidence clear thought, and exhibit concise and to-the-point responses.</p> <p>Behavior in class discussions and group activities should be responsible, should exhibit open communication, be constructive, and helpful.</p> <p><u>Mastery Level (Grade of “B”): <i>Professional Achievement</i></u></p> <p>Products must meet the requirements stated above for minimum requirements and additionally meet professional criteria. For example, documentation should be included to support research papers, the APA format should be used consistently throughout the paper, and substantially more than the minimum number of references should be included. Presentations should be logical, organized, and comprehensive. Examinations should be organized, in depth, comprehensive, logical and complete, and evidence thorough understanding of the subject /topic through application of principles. Classroom behavior should exhibit very focused activity and thought on the subject at hand, be motivated, and assist in discovery of new insights and relationships concerning the subject/topic of discussion.</p> <p><u>Mastery Level Plus (Grade of “A”): <i>Creative Achievement</i></u></p> <p>Products must meet all requirements stated above and additionally meet creative criteria. These criteria include unique topic or subject selection, synthesis of ideas, evaluation of subject matter and positions found in the literature, be creative in approach, establish new relationships with ideas and provide new insights.</p> <p>Examination responses indicate insightfulness of understanding, a synthesis of information and unique ideas, and rationale for application of principles following careful analysis.</p> <p>Classroom behavior should exhibit very focused activity and thought on the subject at hand, be motivated, and assist in discovery of new insights and relationships concerning the subject/topic of discussion.</p> <p>The grade of “A” represents the best work of students, accomplished in a unique and professional manner.</p> <p>Note:</p> <p>To achieve the objectives of this course, this syllabus may be revised at the discretion of the instructor without prior notification or consent of the students.</p>
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Reviewed by: J. Ewing

Job Title: Faculty Coordinator

Date: 7/27/09

Revised 7/25/09