

Course	MRKT 5000 Marketing
Term	Spring I, 2008
Instructor	Name: Bob Higney Phone: 913-491-8968 Email: bobhigney1@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.
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 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	<p>Pride, W. and Ferrell, O., Marketing: Concepts and Strategies,, 14th Edition Copyright 2008, Houghton Mifflin Co. Library version, ISBN # 10: 0-618-79970-2 Paperback version: 10: 0-618-79963-X (This version is acceptable for the class).</p> <p>Please be aware when purchasing your textbooks that the International versions of the text may differ from the Domestic (North American) version required for your course.</p> <p>Text is available through MBS Direct Books at 1-800-325-3252 or www.mbsdirect.net. Checks and credit cards accepted.</p>

Grading	95-100%	A
	90-94%	A-
	85-89%	B+
	80-84%	B
	75-79%	B-
	70-74%	C
	Below 70%	F

Course Requirements	% of Grade	Points
Homework Assignments	25%	100
Mid Term Examination (Week 5)	25%	100
Final Paper (Week 8)	25%	100
Final Examination (Week 9)	25%	100

The GRADUATE catalog provides these guidelines and grading options:

- **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

Activities

You must be a self-directed learner. You should expect to receive from this class only the effort you put into it. Learning opportunities will be plentiful, but you must embrace the opportunity to learn from your peers.

Reading assignments listed on the syllabus (in the course) should be completed before the weekly class session. It will be assumed that you comprehend the reading material and are prepared to discuss key topics and theories related to assigned material in a strong inter-active style.

The time in class will be spent on lectures and exercises, with discussions of videos and/or short cases. Most exercises will be conducted during class in the form of group 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.

There will be a midterm examination the fifth week and a final examination the ninth week. The examinations will be essay-type with the midterm covering Chapters 1-14 and the final examination will be

**Policy
Statements:
University
Policies**

comprehensive over the entire course.

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:

Academic Honesty

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.

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.

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.

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.

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.

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.

Course Policies

This syllabus may be revised at the discretion of the instructor without the prior notification or consent of the student. The schedule presented presents an approximate expectation of course progress. Any changes will be announced in class.
 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.

Weekly Schedule

Assignments to be completed prior to first meeting		Read chapters 1 & 2 in Marketing Concepts and Strategies.
<u>Week</u>	<u>Assignment</u>	<u>Topic</u>
1	Read Chapters 1 & 2	Introduction and syllabus overview, marketing overview, customer orientation, strategic planning. Training on Passports and Webster Writing Center. Discussion of requirements for final paper.
2	Read Chapters 3 & 4	Marketing environment (forces shaping marketing decisions), social responsibilities. HOMEWORK due: SWOT analysis.
3	Read Chapters 5, 6, & 7	Consumer buying behavior, business buying behavior, global markets. HOMEWORK due: FedEx pgs. 52-54.
4	Read Chapters 8, 9, & 10	E-marketing, CRM, research methods, segmentation, forecasting HOMEWORK due: Mattel pgs. 208-210.

5	Mid-term exam. Read Chapters 11, 12, 13 & 14	Product strategies, product development and management, branding, packaging,. Services marketing.
6	Read Chapters 15, 16 & 17	Supply chain, distribution channels, retailing. HOMEWORK due: Mistine Cosmetics pgs. 489-490.
7	Read Chapters 18, 19 & 20	Promotion mix, advertising, marketing communications, sales strategies, sales promotions, PR. HOMEWORK due: T-Mobile pgs. 573-574.
8	Read Chapters 21 & 22	Pricing concepts, pricing strategies. FINAL PAPER DUE.
9	Final Exam.	Course review. Presentations

Term Paper and Presentation Requirements:

Your Term Paper and Presentation will be an individual effort. The assignment is to write a 12-15 page paper on a Marketing related topic of your choice. The paper must follow APA style and 40% or more of your references must come from on-line sources. The 12-15 pages are an analysis and do not include the Title page, Table of Contents, References pages, Bibliographies, etc. The topic must be approved by the instructor and there will be NO changing of the topic after Week 4.

The expectation is that this paper will utilize concepts, principles and ideas discussed throughout the Term. It is acceptable and encouraged to use a topic or situation that is job-related.

The deliverables would include: One written copy of the paper in final form and disk containing both the Power Point presentation and the documents Word File. The presentations will be on Power Point. Several individuals will be selected randomly and required to present his/her paper to the class. Presentations should be limited to 10-12 minutes, with downgrades possible for extending past the maximum time limit, we sometimes have big classes. Five minutes or less will be considered unacceptable.

Additional Information

None