

<b>Course</b>	MRKT 5960 - Marketing Management	
<b>Term</b>	Spring 1, 2008	
<b>Instructor</b>	Name: Phone: Email:	Bill Yeager 816-537-6686 byeager@webster.edu
<b>Catalog Description</b>	The student examines the life cycle management of a product from inception to the point where it is no longer offered. Specific topics covered in the course include the product development cycle, product assortment decisions, branding, pricing, and others that make up the marketing mix and that are dynamic throughout the product life cycle. Specific emphasis is placed on identifying marketing problems, investigating alternative solutions, and rendering appropriate strategies and decisions. Techniques associated with situational analysis of problems are stressed.	
<b>Prerequisites</b>	MRKT 5000, MRKT 5920, MRKT 5940, and MRKT 5970	
<b>Course Level Learning Outcomes</b>	<p>Upon completion of this course the student should:</p> <ol style="list-style-type: none"> <li>1. Know the techniques of situational analysis.</li> <li>2. Know how to investigate marketing problems to determine the base problem and identify alternative solutions.</li> <li>3. Know how to assemble the marketing mix for specific products and markets.</li> <li>4. Be able to formulate the solution to marketing problems in a form suitable for presenting/selling to management.</li> <li>5. Know how to manage price in the development of on going marketing management techniques.</li> </ol>	
<b>Materials</b>	<i>Marketing Planning And Strategy Case Book</i> , Subhash C. Jain, South-Western College Publishing, ISBN 0324072996	
<b>Grading</b>	Grades will be determined through analysis and presentation of case studies, and class participation. This course will make extensive use of case analysis in order to study the factors that help business develop their marketing strategies and policies. The depth of understanding, accuracy of information, and knowledge of the subject in accordance with the	

	<p>wisdom and appropriateness of the individuals' remarks will determine grading.</p> <table data-bbox="440 304 1071 483"> <thead> <tr> <th></th> <th style="text-align: right;"><u>% of Grade</u></th> </tr> </thead> <tbody> <tr> <td>Case 1</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Case 2</td> <td style="text-align: right;">25%</td> </tr> <tr> <td>Case 3</td> <td style="text-align: right;">45%</td> </tr> <tr> <td>Participation</td> <td style="text-align: right;">20%</td> </tr> </tbody> </table> <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>		<u>% of Grade</u>	Case 1	10%	Case 2	25%	Case 3	45%	Participation	20%
	<u>% of Grade</u>										
Case 1	10%										
Case 2	25%										
Case 3	45%										
Participation	20%										
<p><b>Activities</b></p>	<ul style="list-style-type: none"> <li>• Have a review of the previous week's lecture at the beginning of the class to give the students a chance to ask questions before you move on.</li> <li>• Encourage students to study in groups and to develop professional relationships.</li> <li>• Require student presentations.</li> <li>• Mid-term and final exams should include questions which make the student analyze various situations that are presented in the course.</li> <li>• Class participation is required.</li> </ul>										
<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 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>Student Assignments Retained</b></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><b>Contact Hours for this Course</b></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>
<b>Course Policies</b>	<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</p>

	be announced in class.
<b>Weekly Schedule</b>	<p>Cases to be discussed each week are expected to be read by the students prior to that class. The course utilizes theoretical development, practical real world problems/situations, case analysis, seminar discussion, and the analysis of general marketing problems. Case assignments appropriate to class discussions will be assigned throughout the semester.</p>
	<p><b>Week 1</b></p> <p>Course Overview  Introduction to Case Analysis Requirements  Lecture on Situational Analysis  Case - To be assigned *, due next class</p>
	<p><b>Week 2</b></p> <p>Presentation of Articles by students  Market Segmentation Lecture &amp; Discussion  Discussion of assigned Case  Case for Next Week - To be assigned</p>
	<p><b>Week 3</b></p> <p>Presentation of Articles by students  Product Life Cycle and Product Adoption Lecture  Discussion of assigned Case  Case for Next Week - To be assigned</p>
	<p><b>Week 4</b></p> <p>Presentation of Articles by students  Product Management and Positioning Lecture  Discussion of assigned Case  Case for Next Week - To be assigned*</p>
	<p><b>Week 5</b></p> <p>Presentation of Articles by students  Competitive Strategies Lecture  Discussion of assigned Case  Case for Next Week - To be assigned</p>
	<p><b>Week 6</b></p> <p>Presentation of Articles by students  Financial Analysis Lecture  Discussion of assigned Case  Case for Next Week - To be assigned</p>
	<p><b>Week 7</b></p> <p>Presentation of Articles by Students  Implementing the Marketing Plan Lecture  Discussion of assigned Case  Assignment: Case - To be assigned - due week 9**</p>
	<p><b>Week 8</b></p> <p>Presentation of Articles by students  In-class assigned Case</p>
	<p><b>Week 9</b></p> <p>Discussion of assigned Case  Course wrap up and discussions</p>
	<p>* Indicates that these cases are to be typed and submitted for grading.</p>

	<p>Discussion of cases includes the class breaking into study groups during class to prepare a group solution to the case problems. These solutions will then be presented to the class as a group solution to the case problems. You are also encouraged to work outside of class in groups as assigned.</p>
<p><b>Additional Information</b></p>	<p>It is essential that you attend class! If for a certified reason you cannot attend class, call my office and leave a message. Materials to be covered will be assigned at the end of each class. If you are unable to attend class, find out the assignment from a fellow student. There are no excuses for not knowing an assignment.</p> <p>If any student misses a class, the student is responsible for that class's work plus an optional make-up assignment (plus deduction from participation grade). If the student misses two classes, the instructor will reduce the student's grade for the course one letter, no exceptions. If the student is absent for a third week it is the student's responsibility to withdraw from the course or receive a failing grade.</p>

Copyright © 2007 – 2009, School of Business & Technology, Webster University. All rights reserved.