



Course Syllabus

<b>Course</b>	MRKT 6000 Integrated Studies in Marketing
<b>Term</b>	SPRING II 2008
<b>Instructor</b>	Name: Vince Vandehaar, MBA Phone: 816-932-6870 (w); 913-764-1344 (h) Email: <a href="mailto:vvandehaar@saint-lukes.org">vvandehaar@saint-lukes.org</a> or <a href="mailto:vandehaa@webster.edu">vandehaa@webster.edu</a>
<b>Catalog Description</b>	This course examines the marketing process and how a marketing strategy involving a target market and the marketing mix variables (product, price, promotion, and distribution) interact in the marketplace and as a part of the total business strategy
<b>Prerequisites</b>	All previous required marketing courses

<b>Course Level Learning Outcomes</b>	<b>OUTCOME</b>	<b>EXPECTATION</b>
	Demonstrate the ability to create a comprehensive marketing plan for a product or service.	Develops a comprehensive list of information needed to prepare an integrated marketing plan. All re search methods are demonstrated and apply to all of the courses content. Prepares a Complete Promotion Plan for the Product which is Important to the Success of the Marketing Plan Gives formal presentations of newly created marketing plan.
	Demonstrate the ability to identify and select markets for which specific products will be targeted.	Develops a comprehensive marketing segmentation process which leads to the selection of the markets to target. This effort will include the identification of all markets that are relevant and pertinent to the product being offered. Develops and executes the research which supports the needs of preparing a marketing plan.
	Demonstrate the qualitative and quantitative explanation of the interactive nature of the marketing mix, and the judgment required for allocating scarce resources across the marketing mix.	Develops a fully functional marketing mix to support the right product for the right market at the right time consistent with resources available and consistent with the business plan.
	Have developed case analysis skills, especially those involving P&L Statements and Contribution Margin Statements.	Calculates sales projections and P/L statements to support newly created marketing plan.

<b>Materials</b>	The Successful Marketing Plan, Brief Edition, Hiebing and Cooper, NTC/Contemporary Publishing Group, ISBN 0844202487.																											
<b>Grading</b>	<table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">Case presentations/attendance</td> <td style="width: 20%;">10%</td> <td style="width: 20%;"></td> </tr> <tr> <td>Class participation/attendance</td> <td>10%</td> <td></td> </tr> <tr> <td>Comprehensive Marketing Plan</td> <td>50%</td> <td></td> </tr> <tr> <td>Marketing Plan sentence outline/draft</td> <td>5%</td> <td></td> </tr> <tr> <td>Final Plan presentation</td> <td>25%</td> <td>300 Total points</td> </tr> </table> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">POINTS</th> <th style="width: 33%;">GRADES</th> <th style="width: 33%;">%</th> </tr> </thead> <tbody> <tr> <td>276-300</td> <td>A</td> <td>92-100%</td> </tr> <tr> <td>249-275</td> <td>B</td> <td>83-92%</td> </tr> <tr> <td>222-248</td> <td>C</td> <td>74-82%</td> </tr> </tbody> </table> <p>Grading Criteria for the paper will include scholarliness, organization of the paper, integrity of the research, appropriateness of the findings and conclusions based on collected data, appropriateness of premise assessment and a restated premise if the research indicated a need for premise modification or rejection, premise measurement, recommendations appropriateness and whether the student used the correct facilitators and determined and assessed the reciprocal impact factors correctly. Presentation grade will reflect professional delivery and be reviewed regarding energy, organization and relevance.</p>	Case presentations/attendance	10%		Class participation/attendance	10%		Comprehensive Marketing Plan	50%		Marketing Plan sentence outline/draft	5%		Final Plan presentation	25%	300 Total points	POINTS	GRADES	%	276-300	A	92-100%	249-275	B	83-92%	222-248	C	74-82%
Case presentations/attendance	10%																											
Class participation/attendance	10%																											
Comprehensive Marketing Plan	50%																											
Marketing Plan sentence outline/draft	5%																											
Final Plan presentation	25%	300 Total points																										
POINTS	GRADES	%																										
276-300	A	92-100%																										
249-275	B	83-92%																										
222-248	C	74-82%																										
<b>Activities</b>	<ul style="list-style-type: none"> <li>• Reading assignments</li> <li>• Conduct Research needed for paper</li> <li>• Discussion and lecture</li> <li>• Presentation</li> </ul> <p>Paper layout (following title page) should flow as follows:</p> <ol style="list-style-type: none"> <li>I. <u>Purpose</u> of Study (personal note) (1/2 page)</li> <li>II. Company/Industry <u>Situation Analysis</u> and Background (5+ pages)</li> <li>III. Premise, Measurement and <u>Study Limits</u> (1/2 page)</li> <li>IV. <u>Market Opportunities/ Issues</u> (2+ pages)</li> <li>V. <u>Secondary Research</u> Literature Review (6+ pages)</li> <li>VI. <u>Primary Market Research</u> (Methodology and Field Work findings) (4+ pages)</li> <li>VII. <u>Market Themes</u> and Conclusions (1 ½ + pages)</li> <li>VIII. Comprehensive Marketing Plan / Assignments (10+ pages)</li> </ol>																											
<b>Policy Statements: University</b>	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:																											

**Policies**

**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**

Marketing 6000 students will develop and research target business firms / markets (both primary/secondary to support a newly constructed comprehensive Marketing Plan. Additional research of market conditions, size/share of market and research to develop the detailed marketing mix is required.

Before proceeding with actual research, all students will seek MRKT 6000 instructor approval of the Marketing product/service, the Situation analysis, the marketing problem/opportunity, the research method to be used, core courses to be assessed (including an example), the research instrument and literature sources, etc. All 6000 project papers will be at least 40 pages of original work plus executive verbal

presentation of key points of plan/research.

Students in this course should feel free to phone or stop by before class or after class, if there is a question to be answered. Obviously, by making an appointment you will insure my availability. (Note: Please notify instructor prior to class when absent/late.)

Recognizing the perspective, the objectives and the content outlined for this course, the classroom environment that will prevail is intended to encourage individual involvement, participation and contribution within the following parameters:

1. Through interchange (discussion, and the sharing of knowledge, experiences, opinions and ideas) along with constructive controversy, analytical skills are sharpened, judgment improved and conceptual skills enhanced.
2. The recognition that each individual bears the burden to only maximize his/her learning experiences from this course, but the responsibility for contributing to the learning experiences of others as well.
3. Individualized preparation is a pre-requisite to optimizing the learning output from class discussions.
4. As discussed in previous sections, class participation and contribution is an integral part of this course. Also, material will be presented and covered in lectures. Text assignments will be crucial to assignment performance. **Recognizing this, individual attendance becomes a deciding factor in achieving the benefits from this course and can influence the final grade...especially in those instances where an individual is on the borderline between two grades.**
5. The format that is to be followed in presenting written case reports prepared outside of class is that each report is to be typed SINGLE SPACE. Appropriate margins are to be used so as not to crowd the material. Each page is should be numbered at the lower RIGHT hand corner. Any references used are to be identified in the body of the material using a number, e.g., 1, 2, 3, etc., and a numbered bibliography presented at the end of the report.

**Weekly  
Schedule**

The schedule below presents an approximate expectation of course progress. The instructor reserves the right to add, delete, or modify any weeks of this schedule. Any changes will be announced in class. All assignments must be completed in typewritten format.

<b>Session</b>	<b>Topic and Chapter</b>	<b>Assignment</b>
1	Introductions, overview, review paper expectations, discussion of individual projects; lecture on applied research and assigned text - Introduction	
2	Continue lecture on assign text – Chapter 1-8. One on one meeting with instructor to discuss paper/plan topic, assessment of situation analysis, premise, study limits, etc.	Research Outline due (end of class.)
3	Continue lecture on assign text – Chapter 9-19. Discuss the process to develop and design appropriate research instrument, assess secondary research sources, develop the work plan to meet core course objectives.	
4	Lecture Market plan development – Chapters 20-22. Conduct Individual (1 on 1) paper review sessions	
5	Individual research counseling with instructor.	Paper/Plan Draft #1 due
6	Conduct Individual (1 on 1) paper review sessions	
7	Individual research counseling with instructor.	Paper/Plan Draft #2 due
8	Conduct Individual (1 on 1) paper review sessions	
9	Present formal findings to class.	Final paper/plan due.

<b>Additional Information</b>	
-------------------------------	--