

Course	MNGT 3500 Marketing
Term	Summer, 2008
Instructor	Name: Fred Holtz Phone: 816-561-0515 Email: fholtz@webster.edu
Catalog Description	Studies the marketing process as it relates to management, channels of distribution, trends in selling, consumer buying behavior, promotion, and piecing policies, research, communications, and government regulation.
Prerequisites	None Required
Course Level	. Upon completion of this course
Learning Outcomes	<ul style="list-style-type: none"> • Students will be able to define and discuss basic terminology, concepts, principles, and practices related to the following <u>specific</u> areas of marketing: <ul style="list-style-type: none"> ▪ The role of marketing in the macro and micro environments ▪ Buyer needs and behavior ▪ Target Marketing ▪ Marketing 4 P's ▪ Marketing Strategy ▪ Marketing research and competitive intelligence • Students will be able to identify and apply appropriate terminology, concepts, principles, and analytical techniques when examining and evaluating moderately complex marketing-related situations. • Students will be able to evaluate the quality of their proposed solutions against appropriate criteria, based, on the marketing concepts, principles, and practices taught in this course. • Students will have developed writing and oral proficiency in communicating marketing concepts
Materials	<p><u>Marketing (3HP Looseleaf) with Bonus Pack</u> by Pride and Ferrell, Houghton-Mifflin Company Publishers, 13th edition, ISBN <u>0618474463</u>. Text is available through MBS Direct Books at 1-800-325-3252 or www.mbsdirect.net. Checks and credit cards accepted.</p>

Deleted: 0618614556

Grading

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

<u>Course Requirements</u>	<u>% of Grade</u>	<u>Points</u>
Homework Assignments	25%	100
Mid Term Examination (Week 4)	25%	100
Final Paper (Week 7)	25%	100
Final Examination (Week 8)	25%	100

The UNDERGRADUATE catalog provides these guidelines and grading options:

- **A, A-** superior work in the opinion of the instructor
- **B+, B, B-** good work in the opinion of the instructor
- **C+, C, C-** satisfactory work in the opinion of the instructor
- **D+, D** passing, but less than satisfactory work in the opinion of the instructor
- **I** incomplete work in the opinion of the instructor
- **ZF** An incomplete which was not completed within one year of the end of the course
- **F** unsatisfactory work in the opinion of the instructor; no credit is granted
- **W** withdrawn from the course
- **IP** course in progress
- **NR** not reported for the course
- **Z** a temporary designation given by the registrar indicating that the final grade has not been submitted by the instructor. When the final grade is filed in the Office of the Registrar, that grade will replace the Z.

Activities

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. There will be extensive use of video's to analyze and use in the development of the different promotion plan considered.

Marketing plan Approach

Class time will include lecturing and class discussions supplemented by some use of selected videos. In addition, some class time will be devoted to discussion and consultation students concerning the development of their marketing plans.

**Policy
Statements:
University
Policies**

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 & 3 in Marketing Concepts and Strategies.

<u>Week</u>	<u>Assignment</u>	<u>Topic</u>
1	Read Chapters 1,2 & 3	Course Introduction Discuss Chapters 1, 2, 3 Reading assignment for next week Chapters 1 thru 7
2	Read Chapters 4, 5, 6 & 7	Discuss Chapters 4, 5, 6, 7 Reading assignment for next week, Chapters 8 thru 11
3	Exam on Chapters 1 thru 7	Case assignment - develop problem (2 copies – no more than 1 page typed) Present problem, pairings, discuss problem Discuss Chapters 8. 9. 10, 11
4	Discuss results of Exam 1	Discuss Chapters 12, 13, 14 Reading Assignment for next week: Chapters 16 thru 18.

	5	Discuss Chapters 15, 16, 17, 18	Reading assignment for next week: Chapters 19, 20, 21
	6	Exam 2 on Chapters 8-14	Discuss Chapters 19, 20, 21
	7	Discuss results of Exam 2	Half of class presents their case problem solution. This will be typed and an overhead presentation. This presentation will be in an overhead format (with the instructor getting a copy of the presentation). There presentation should be no more than 20 minutes long and include the summary of the problem and your recommended solution. The class will have 5 minutes to ask questions (and get participation points) about your solution. Reading assignment for next week: Chapter 22
	8	Discuss Chapter 22	Exam 3 on Chapters 15-22 Other half of the class presents their case problem solutions.
Additional Information		Attendance	
			It is essential that you attend class. If for a certified reason you cannot attend class, call me and leave a message or send an email message.