

<b>Course</b>	MRKT 5000 Marketing
<b>Term</b>	Fall II , 2009
<b>Instructor</b>	Name: Bill Yeager Phone: 816-537-6686 Email: byeager@webster.edu
<b>Catalog Description</b>	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.
<b>Prerequisites</b>	None Required
<b>Course Level Learning Outcomes</b>	. Upon completion of this course the student should: <ul style="list-style-type: none"> <li>• Be able to properly identify and select markets for which specific products will be targeted.</li> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> </ul>
<b>Materials</b>	Pride, W. and Ferrell, O., Marketing: Concepts and Strategies, 2010 Edition Copyright 2009, Houghton Mifflin Co. Library version, ISBN # 10: 0-547-16747-4 Paperback version: 10: 0-547-16746-6 (This version is acceptable for the class).  <b>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.</b>  Text is available through MBS Direct Books at 1-800-325-3252 or <a href="http://www.mbsdirect.net">www.mbsdirect.net</a> . Checks and credit cards accepted.
<b>Grading</b>	<b>Grades will be calculated using the following guidelines.</b>

	<p>Specific grading items as follows:</p> <table border="0"> <thead> <tr> <th style="text-decoration: underline;">Activities</th> <th style="text-align: right;">%</th> </tr> </thead> <tbody> <tr> <td>- Marketing Plan</td> <td style="text-align: right;">25%</td> </tr> <tr> <td>- Mid Term Examination</td> <td style="text-align: right;">25%</td> </tr> <tr> <td>- Cases</td> <td style="text-align: right;">25%</td> </tr> <tr> <td>- Final Examination</td> <td style="text-align: right;">25%</td> </tr> <tr> <td>Class Participation</td> <td style="text-align: right;">100%</td> </tr> </tbody> </table> <p><b>It should be noted that assigned reports will <u>not</u> be accepted after the class period in which they are due unless prior arrangements have been made with the instructor. There will be no extra credit available in this class.</b></p> <table border="0"> <thead> <tr> <th style="text-decoration: underline;">Percentage Earned</th> <th style="text-align: right;">Final Grade</th> </tr> </thead> <tbody> <tr> <td>93-100%</td> <td style="text-align: right;">A</td> </tr> <tr> <td>90-92.9%</td> <td style="text-align: right;">A-</td> </tr> <tr> <td>87-89.9%</td> <td style="text-align: right;">B+</td> </tr> <tr> <td>83-86.9%</td> <td style="text-align: right;">B</td> </tr> <tr> <td>80-82.9%</td> <td style="text-align: right;">B-</td> </tr> <tr> <td>Below 80</td> <td style="text-align: right;">C</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, practicum's, 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>	Activities	%	- Marketing Plan	25%	- Mid Term Examination	25%	- Cases	25%	- Final Examination	25%	Class Participation	100%	Percentage Earned	Final Grade	93-100%	A	90-92.9%	A-	87-89.9%	B+	83-86.9%	B	80-82.9%	B-	Below 80	C
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<p><b>Activities</b></p>	<ul style="list-style-type: none"> <li>• Reading assignments</li> <li>• Report assignments</li> <li>• Discussion and lecture</li> <li>• Presentation</li> </ul> <p>Students review current Marketing practices/activities of existing local / national business firms. Attention will be given to explore 4 P's (Marketing Mix) to</p>																										

identify & select best markets. Scheduled readings, class assignments, lectures, discussions, and student presentations will be required. Text assigned readings should be completed prior to class meeting.

**Written Communication:** Each written case will be typed SINGLE SPACE, with the following format: *I. Situation (4 P's plus Service), II. Marketing Problem/Opportunity, III. Market Mix Alternatives (3) and IV. Marketing Mix Recommendation.* Appropriate margins are to be used with a minimum of 6 pages per case study. 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.

**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

	<p>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>
<p><b>Course Policies</b></p>	<p><b>Classroom Environment:</b> 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:</p> <ol style="list-style-type: none"> <li>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.</li> <li>2. The recognition that each individual bears the burden or responsibility to not only maximize his or her learning experiences from this course, but the responsibility for contributing to the learning experiences of others as well.</li> <li>3. Individual preparation is a pre-requisite to optimizing the learning output from class discussions.</li> </ol> <p>Attendance: 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.</p> <p><b>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.</b></p> <p>The schedule presented presents an approximate expectation of course progress. 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</p>

	assignment and will be reported to the Dean of the School of Business and Technology for further disciplinary action.		
<b>Weekly Schedule</b>	<b>Assignments to be completed prior to first meeting</b>		
	<u>Week</u>	<u>Assignment</u>	<u>Topic</u>
	1	Read Chapters 1 & 2	Introduction and syllabus overview, marketing overview, customer orientation, strategic planning. On Line Training PASSPORTS/Lab FEDEX Case Study Assignment pp.58
	2	Read Chapters 3 & 4	Marketing environment (forces shaping marketing decisions), social responsibilities. SWOT analysis. FEDEX Case Study Due
	3	Read Chapters 5, 6, & 7	Consumer buying behavior, business buying behavior, global markets.
	4	Read Chapters 8, 9, & 10	E-marketing, CRM, research methods, segmentation, forecasting
	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. REEBOK Case Study Due
	7	Read Chapters 18, 19 & 20	Promotion mix, advertising, marketing communications, sales strategies, sales promotions,
	8	Read Chapters 21 & 22	Pricing concepts, pricing strategies. Marketing Plan Due

	9	Final Exam.	Course Wrap Up and Final Comments
<b>Additional Information</b>	None		