



The School of Business & Technology

Course Syllabus

Course	MRKT 5960 - Marketing Management	
Term	Fall II 2009	
Instructor	Name: Vince V. Vandehaar, MBA Phone: (913) 302-7264 cell ; 913-764-1344 (h) Email: vmlvandehaar@aol.com or vandehaa@webster.edu	
Catalog Description	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.	
Prerequisites	Graduate level standing. Must have successfully completed MRKT 5000, MRKT 5920, MRKT 5940, and MRKT 5970	
Course Level Learning Outcomes	OUTCOME	EXPECTATION
	1) Know the techniques of situational analysis.	Provides overview of market/business information sources and identifies components of information necessary to aid in solving marketing problems.
	2) Know how to investigate marketing problems to determine the base problem and identify alternative solutions.	Provides in-depth overview of impact of marketing problems and threats.
	3) Know how to assemble the marketing mix for specific products and markets.	Provides students and understanding of how to work with market mix, what works in what situation.
	4) Be able to formulate the solution to marketing problems in a form suitable for presenting/selling to management.	Provides an overview of how to turn volumes of marketing information into specific marketing tactics.
	5) Know how to manage talent resources in the development of ongoing marketing management team.	Apply organize and development internal resources.
	6) Have developed the necessary skills to give oral presentations through case analyses presentations	Provides students an opportunity to present marketing findings to business leaders.

Materials	Marketing Management, by Kotler and Keller, 13 th edition, ISBN: 978-0-13-600998-6 Pearson Prentice Hall																																															
Grading	<p>Two individual cases (Harvard business format), Group case report (written and oral presentation), Class participation / class contribution, and Final (Individual case prepared in-class)</p> <p>Specific grading items as follows:</p> <table border="0" data-bbox="297 436 1144 672"> <thead> <tr> <th>Activities</th> <th>Number</th> <th>Pts/Unit</th> <th>Total Pts</th> <th>%</th> </tr> </thead> <tbody> <tr> <td>-Individual Cases</td> <td>3</td> <td>60</td> <td>180</td> <td>60%</td> </tr> <tr> <td colspan="5">-FINAL Group (TEAM) Case Reports</td> </tr> <tr> <td> a. presentation</td> <td>1</td> <td>35</td> <td></td> <td></td> </tr> <tr> <td> b. written report</td> <td></td> <td>60</td> <td>95</td> <td>31.7%</td> </tr> <tr> <td>Class Participation</td> <td></td> <td></td> <td>25</td> <td>8.3%</td> </tr> <tr> <td></td> <td></td> <td></td> <td>300pts</td> <td>100%</td> </tr> </tbody> </table> <p>Individual grades (or points) for group case projects will be the same as the grade given for group case reports and presentations: i.e., each individual will share equally in the grading results from the report and its presentation. Group presentation grade will reflect professional delivery and be reviewed regarding a) energy, b) organization and c) relevance.</p> <p>There will be no exams or quizzes given in this course. It should be noted that assigned cases or 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.</p> <table border="0" data-bbox="297 1039 1193 1171"> <thead> <tr> <th>POINTS</th> <th>GRADES</th> <th>PERCENTAGE</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>83-91%</td> </tr> <tr> <td>222-248</td> <td>C</td> <td>74-82%</td> </tr> </tbody> </table>	Activities	Number	Pts/Unit	Total Pts	%	-Individual Cases	3	60	180	60%	-FINAL Group (TEAM) Case Reports					a. presentation	1	35			b. written report		60	95	31.7%	Class Participation			25	8.3%				300pts	100%	POINTS	GRADES	PERCENTAGE	276-300	A	92-100%	249-275	B	83-91%	222-248	C	74-82%
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Activities	<ul style="list-style-type: none"> • Reading assignments, Case assignments, Discussion and lecture • Presentation <p>Attention is given to techniques and criteria for identifying and selecting markets, and the usefulness of marketing information to marketing managers is evaluated. Scheduled readings, class preparations and assignments, lectures, discussions, student presentations, and exams. Reading to be completed prior to class meeting.</p> <p>Written Communication: Each written case will be typed SINGLE SPACE, with the following format: <i>I. Situation (4 P's plus Service), II. Marketing Problem/Opportunity, III. Marketing Management Alternatives (3) and IV Marketing Management Recommendation.</i> Appropriate margins are to be used with a minimum of 7 pages per case study. Any references used are to be identified in the body of the material using a number, e.g., <u>1</u>/<u>2</u>/<u>3</u>, etc., and a numbered bibliography presented at the end of the report.</p>																																															
Policy Statements: University Policies	<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>Academic Honesty</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>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>
<p>Course Policies</p>	<p>Classroom Environment: 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"> 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 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. 3. Individual preparation is a pre-requisite to optimizing the learning output from class discussions. <p>Attendance: As discussed in previous sections, class participation and contribution is an integral part of</p>

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.**

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.

Session	Topic and Chapter	Assignment
1	Introduction and overview of class. Review of syllabus, assignments and other requirements. Discuss 21 st Century Marketing.	Read: Text Chapters 1-2
2	Capture Marketing Insight: Discuss the best primary and secondary research sources and review forecasting.	Read: Text Chapters 3-4 (TEAM proposal due by end of class.)
3	Connecting with customers: Lecture on customer satisfaction and loyalty. Review B2C and B2B. We will discuss in class individual cases due.	Read: Text Chapters 5-8 (Case #1 due).
4	Building string Brands: Discuss creating Brand equity and position. Discuss how to deal with competitor's brand messages.	Read: Text Chapters 9-11
5	Shaping the Marketing offering: Review strategies for 4 P's and service.	Read: Text Chapters 12-14
6	Delivering Value: Review how to set-up Marketing function to integrate with other SBU's.	Read: Text Chapters 15-16 (Case #2 due).
7	Communicating Value: Lecture on the importance of clear active communication methods. Focus on social media.	Read: Text Chapters 17-19
8	Creating Successful Long-Term Growth: Review impact of global markets and new markets.	Text: Chapters 20-22
9	Review CLASS Final Cases. Wrap-up of course.	FINAL In-class group presentations.

Additional Information

None