

<b>Course</b>	MRKT 5000 Marketing
<b>Term</b>	Summer, 2009
<b>Instructor</b>	Steve Gaffen Phone: 913/488-7650 - mobile Email : <a href="mailto:stevengaffen89@webster.edu">stevengaffen89@webster.edu</a> or <a href="mailto:sgaffen@aol.com">sgaffen@aol.com</a>
<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, 15 <sup>th</sup> Edition Copyright 2010, Houghton Mifflin Co. Library version, ISBN # 9780547167473, ISBN: 1424067383 (paperback).  The book may be obtained through MBS Direct Books at 1-800-325-3252 or <a href="http://www.mbsdirect.net">www.mbsdirect.net</a> .  <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>
<b>Grading</b>	Grades will be calculated using the following guidelines.

	<p> <b>Case Analyses</b> <span style="float: right;"><b>20%</b></span>  <b>Financial Marketing Exercise ( Week 7 )</b> <span style="float: right;"><b>5%</b></span>  <b>Marketing Plan (Due Week 8)</b> <span style="float: right;"><b>25%</b></span>  <b>Mid-Term Examination (Week 5 )</b> <span style="float: right;"><b>25%</b></span>  <b>Final Examination (Week 9 )</b> <span style="float: right;"><b>25%</b></span> </p> <p>In the course the following grading system will be used.</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;"><b>Percentage</b></td> <td style="width: 50%;"><b>Grade</b></td> </tr> <tr> <td><b>93 – 100</b></td> <td><b>A</b></td> </tr> <tr> <td><b>90 - 92.9</b></td> <td><b>A-</b></td> </tr> <tr> <td><b>87 - 89.9</b></td> <td><b>B+</b></td> </tr> <tr> <td><b>83 - 86.9</b></td> <td><b>B</b></td> </tr> <tr> <td><b>80 - 82.9</b></td> <td><b>B-</b></td> </tr> <tr> <td><b>70 - 79.9</b></td> <td><b>C</b></td> </tr> <tr> <td><b>0 - 69.9</b></td> <td><b>F</b></td> </tr> </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>	<b>Percentage</b>	<b>Grade</b>	<b>93 – 100</b>	<b>A</b>	<b>90 - 92.9</b>	<b>A-</b>	<b>87 - 89.9</b>	<b>B+</b>	<b>83 - 86.9</b>	<b>B</b>	<b>80 - 82.9</b>	<b>B-</b>	<b>70 - 79.9</b>	<b>C</b>	<b>0 - 69.9</b>	<b>F</b>
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<p><b>Activities</b></p>	<p><b>Course Requirements</b></p> <ol style="list-style-type: none"> <li>1. You must be a self-directed learner. You should expect to receive from this class only the effort you put into it. Learning opportunities will be plentiful, but you must embrace the opportunity to learn from your peers.</li> <li>2. Reading assignments listed on the syllabus (in the course) should be completed before the weekly class session. It will be assumed that you comprehend the reading material and are prepared to discuss key topics and theories related to assigned material in a strong inter-active style.</li> <li>3. The time in class will be spent on lectures, exercises, interactive discussions, videos, short cases and guest speakers.</li> <li>4. Most exercises will be conducted during class in the form of group case analyses of the cases assigned.</li> </ol>																

	<p>5. There will be a mid term examination the fifth week and a final examination on the ninth week. The mid term will be in an essay format and cover Chapters 1-14. The final examination will be the same essay format for the remaining chapters. The final examination will not be cumulative of all the chapters in the book.</p> <p>6. A financial marketing exercise will be assigned for the sixth week which covers all of the pricing and financial information expected from the Marketing aspect of a business plan. This exercise will be due in the seventh week of the class.</p>
<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><i>Academic Honesty</i></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><i>Drops and Withdrawals</i></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><i>Special Services</i></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><i>Disturbances</i></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><i>Student Assignments Retained</i></b></p> <p>From time to time, student assignments or projects will be retained by</p>

	<p>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.</p>
<b>Weekly Schedule</b>	<p>Each week students in the Marketing 5000 course must read the assigned material from the textbook Students should also work on their Marketing Plan each week to insure its completion by the due date.</p> <hr/> <p>Week 1      Coursework:</p> <ul style="list-style-type: none"> <li>• Review the Course Syllabus and read all instructions relative to the Course.</li> <li>• Lecture on the Introduction to Marketing &amp; Marketing Strategies and Customer Relationships.</li> <li>• Read Chapters 1 and 2.</li> <li>• Case Study/FEDEX pp. 58.</li> </ul> <hr/> <p>Week 2      Coursework:</p> <ul style="list-style-type: none"> <li>• Read Chapters 3 and 4.</li> <li>• Marketing Plan Topic/Approval.</li> <li>• On-Line Training /Webster Passports.</li> </ul> <hr/> <p>Week 3      Coursework:</p> <ul style="list-style-type: none"> <li>• Read Chapters 5, 6 and 7</li> <li>• Discussion on Consumer Buying Processes.</li> <li>• Guest Speaker</li> <li>• Sample Marketing Plan/Appendix C/Review.</li> <li>• Case Study/McDonalds Marketing Serves Up Global and Local Profits pp. 277.</li> </ul> <hr/> <p>Week 4      Coursework:</p> <ul style="list-style-type: none"> <li>• Read Chapters 8, 9 and 10.</li> <li>• Video/Discussion on E-Marketing.</li> <li>• Developing Customer Relationship Management.</li> <li>• In-Depth Review Mid-Term Examination.</li> </ul> <hr/> <p>Week 5      Coursework:</p> <ul style="list-style-type: none"> <li>• Read Chapters 11. 12 and. 13.</li> <li>• Mid Term Examination This Week.</li> </ul>

	<p>Week 6</p> <p>Coursework:</p> <ul style="list-style-type: none"> <li>• Read Chapters 14 and 15.</li> <li>• Review of Franchising and Power Retailers.</li> <li>• Guest Speaker</li> </ul> <hr/> <p>Week 7</p> <p>Coursework:</p> <ul style="list-style-type: none"> <li>• Read Chapters 16, 17 and 18</li> <li>• Advertising and Public Relations Input.</li> <li>• Financial Exercises due This Week.</li> <li>• Case Study /Tata Steers Into Ultra Affordable Cars pp. 604.</li> </ul> <hr/> <p>Week 8</p> <p>Coursework:</p> <ul style="list-style-type: none"> <li>• Read Chapters 19 and 20.</li> <li>• Discussion on Pricing Decisions.</li> <li>• Marketing Plans due This Week.</li> <li>• In-Depth Review Final Examination.</li> </ul> <hr/> <p>Week 9</p> <p>Coursework:</p> <ul style="list-style-type: none"> <li>• No required reading this week.</li> <li>• Final Examination This Week.</li> <li>• ALL Course Assignments Completed</li> </ul> <hr/>
<b>Additional Information</b>	None

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