

Course	MRKT-5000 - Marketing
Term	Fall 2, Oct 19 – Dec 18, 2009
Instructor	Name: Dr Mark Davis Phone: 501-279-4496 Email: mdavis1@harding.edu
Catalog Description	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. This course gives an overview of the entire marketing process and the integration of the elements that make up a Marketing Plan.
Prerequisites	Accepted into Webster University's MA or MBA program. Student should have good writing and oral skills commensurate with graduate level work.
Course Level Learning Outcomes	Upon completion of this course the student should: 1) Identify and select markets for which specific products will be targeted. 2) Understand 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. 3) Perform marketing research that is targeted towards reading topical articles related to marketing and referencing their topics to what is being discussed in the class. 4) Develop a complete, conceptual Marketing Plan based on what is learned in class. (This objective deals with the practical application of the subject of Marketing and integrates the information presented in the entire class. The overview of a conceptual marketing plan will be used to build detailed marketing plans in future core courses.) 5) Analyze critically, marketing activities and evaluate them on their ability to accomplish the stated objectives.
Materials	<i>Marketing</i> (9th edition) Kerin, Hartley, Berkowitz, Rudelius (2009). Boston: McGraw-Hill Irwin. ISBN: 0-07-340472-1 <u>OR</u> paper version ISBN: 0-07-726589-0 <i>Marketing Annual</i> Edition 2009-10 Richardson, McGraw-Hill Irwin. Required text ISBN: 0-07-352852-8

<p>Grading</p>	<p>Grading Scale 93-100 A 90-92 A- 87-89 B+ 83-86 B 80-82 B- 70-79 C 0-69 F</p> <p>Course Requirements The GRADUATE catalog provides these guidelines and grading options:</p> <p>A/A– Superior graduate work B+/B/B– Satisfactory graduate work C Work that is barely adequate as graduate-level performance CR 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. F Work that is unsatisfactory I Incomplete work ZF 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. IP In progress NR Not reported W Withdrawn from the course</p>
<p>Activities</p>	
<p>Policy Statements: University Polices</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>A student may submit their term paper to the On-Line Writing Center in St. Louis by email and have a coach make suggestions/corrections. It is up to the student to allow sufficient time (7-10 days) for this process to be utilized and still turn in the term paper on the assigned date. Go to http://www.webster.edu/acadaffairs/asp/wc/online.html</p> <p>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.</p>

Drops and Withdrawals

Please beware 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, all students are expected to be in class and prepared to begin on time. All pagers, wireless phones, or other electronic devices must be turned off, or switched to vibrate, when you enter the classroom.

Disruption of class, whether by latecomers, noisy devices, or 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.

<p>Course Policies</p>	<p><u>General Information:</u> Schedule may be altered if national holiday break occurs on a course night.</p> <p>If you arrive after 5:30, please see the professor during the first break to ensure your attendance is changed from an absence to a late arrival. Absences should be coordinated with the professor in advance. Without preapproval, a second absence results in a 7% grade reduction, and beyond two absences generally result in a course failure.</p> <p><u>Coursework:</u> All course assignments and projects should be typed and stapled and will be collected at the beginning of class on the date indicated. <i>Thank you in advance for not requesting to submit late work.</i> If you are absent from a class, submit your work at the beginning of the next class attended.</p> <p><u>Article Reviews:</u> Articles from the Marketing Annual Edition are designed to make direct application to course materials. Each article review should be two pages, double-spaced, 12 point Times New Roman, with one-inch margins. Each review should include three titled sections:</p> <ol style="list-style-type: none"> 1) Professional Opinion: Your critical analysis and opinion about the article 2) Strengths and Weaknesses: Regarding the theory/application/concepts in the article 3) Usefulness and applications: Whether the article is actually useful and realistic for the business environment <p><u>Examination:</u> One written examination will be given covering course content.</p> <p><u>Project:</u> Students will complete a course project. The details will be provided in class.</p> <p><u>Course Participation:</u> Course Participation involves your preparation, involvement, and enhancement of the learning environment. You can maximize your points by:</p> <ul style="list-style-type: none"> • Completing work prior to class • Arriving on time and not departing early • Contributing to discussions • Maintaining scholarly conduct <p><u>Electronic Devices:</u> Cellular telephones, text messaging, audio recorders, computers, or other devices may not be used in class. If you have questions regarding the use of these devices, please see the professor before class. Please ensure all phones are turned-off during class.</p>
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	<p><u>“Approximate” Course Points:</u></p> <p>120 points Assignments 50 points Participation 100 points Exam 100 points Final Project 370 ESTIMATED TOTAL POINTS</p>
Week 1:	<ul style="list-style-type: none"> - Course introduction and syllabus - Course Introduction - Read before class chapter 1; Creating customer relations and value through marketing - Select Groups 1 and 2 for homework assignments - Case Applications in class
Week 2:	<ul style="list-style-type: none"> - Read before class chapter 2 and Appendix A; Building an effective marketing plan - Read before class chapter 3; Scanning the marketing environment - Submit article review: Article 2, (Group 1, 12 points) - Submit article review: Article 4 (Group 2, 12 points) - In class handout of project instructions - Video
Week 3:	<ul style="list-style-type: none"> - Read before class chapter 5; Consumer behavior - Read before class chapter 9; Segmenting, positioning, and forecasting - Submit article review: Article 25(Group 1, 12 points) - Submit article review: Article 24 (Group 2, 12 points) - Case Applications in class
Week 4:	<ul style="list-style-type: none"> - Read before class chapter 8; Marketing research - Read before class chapter 6; Organizations as Customers - Submit article review: Article 21 (Group 1, 12 points) - Submit article review: Article 22 (Group 2, 12 points) - Case Applications in class - Video
Week 5:	<ul style="list-style-type: none"> - Read before class Chapter 10: Developing New Products and Services - Read before class Chapter 11: Managing Products and Brands - Submit article review: Article 28 (Group 1, 12 points) - Submit article review: Article 27 (Group 2, 12 points) - Video

Week 6:	<ul style="list-style-type: none"> - Thanksgiving Week - Read before class Chapter 12: Managing Services - WRITTEN EXAMINATION - Read only article 26 (Group 1 and 2)
Week 7:	<ul style="list-style-type: none"> - <i>Scan</i> Read before class Chapter 13: Building the Price Foundation - Read before class Chapter 14: Arriving at the Final Price - Read before class Chapter 15: Managing Marketing Channels and Wholesaling - <i>Scan</i> Read before class Chapter 16: Integrating Supply Chain and Logistics - Submit article review: Article 32 (Group 1, 12 points) - Submit article review: Article 35 (Group 1, 12 points) - Case Applications in class - Video
Week 8:	<ul style="list-style-type: none"> - Read before class Chapter 18: Integrated Marketing Communications and Direct Marketing - Read before class Chapter 19: Advertising, sales promotions, and public relations - Submit article review: Article 39 (Group 1, 12 points) - Submit article review: Article 42 (Group 1, 12 points) - Case Applications in class
Week 9:	<ul style="list-style-type: none"> - Submit Final Project - Discuss Marketing Plan précis to class - Submit paper summarizing your personal learning experiences from this course, two full pages (12 points) - Class summary and closure - Submit article review: Article 16 (Group 1 and 2, 12 points)
Additional Information	
Approved by	Michael Hostetler, Faculty Coordinator, 19 May 2009