

Course	MRKT 5000 Sec. 58 Marketing
Instructor	Name: Dr. Gregg T. Cobb Phone: 502 228 5487 Email: GregoryCobb48@webster.edu
Term & Dates	Fall 1, 2008, August 13 to Oct 8, Wednesday's , 6-10 pm <u>8/13, 8/20, 8/27, 9/3, 9/10, 9/17, 9/24, 10/1, 10/8</u>
Location	Louisville Metropolitan Campus
Course 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.
Prerequisites & Incoming Student Competencies	All students must have <u>oral and written</u> communication skills comparable to graduate level study.
Course Level Learning Outcomes	<p>Upon successful completion of this course, students WILL BE ABLE TO: Upon Completion of this course the student should:</p> <ul style="list-style-type: none"> • Be able to properly identify and select markets for which specific products will be targeted. • 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. • 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. • 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.
Materials	Essentials of Marketing w/CD 11th Edition Wm. D. Perreault, McGraw-Hill Texts can be obtained by calling MBS Direct at 1-800-325-3252, or at Virtual Bookstore at www.mbsdirect.net . <u>Credit cards and checks are accepted.</u> Other bookstores and vendors may have this text. Make sure you purchase the correct edition with the CD.

Supplemental Resources	Online companion website and CD ROM
Grading	<p>Grading Points and %:</p> <p>Research Paper 20%.</p> <p>Oral Presentation 10%</p> <p>Case/ Article Reviews 20%</p> <p>Assessments (Mid-Term and Final) 30%</p> <p>Student Participation 20%</p> <p>Grades:</p> <p>A 95-100 A- 90-94 B+ 88-89 B 84-87 B- 80-83 C 70-79 F Less Than 70 I Incomplete Work</p>
Activities	<p><u>Research Paper : Scoring Criteria: Term Paper: Marketing Communications</u></p> <ul style="list-style-type: none"> 8-10 pages typewritten, double-spaced, 12 pitch type; 1/2 on future per literature, 1/2 your opinions. The term paper will be graded according to: following directions given in class, writing with minimal grammatical errors, demonstrating critical thinking skills, and showing practical application. <p><u>Oral Presentation:</u> 10 -15 minute presentation. Complete multimedia presentation (i.e. handouts, PowerPoint, videos if applicable). Student will be given grading rubric for presentations.</p> <p><u>Case Reviews:</u> Complete case review questions for assigned cases.</p> <p><u>Assessments:</u> Mid-Term Exam will include multiple choice questions on Chapters 1-9. Final Exam will include questions on Chapters 10-19, Administered on BLACKBOARD. No make-up exams unless previously discussed with the instructor.</p> <p><u>Participation Assignments:</u> Each week there will be discussions in class based on assignments given in advance on various marketing topics. Students will be expected to be prepared to participate fully in those discussions based on the research each has conducted on relevant topics. Points will be given based on level of preparedness and discussion. Instructor will also administer quizzes as necessary.</p>

**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:

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 (generally 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>

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, 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.

Course Policies	<p>Attendance</p> <p>Instructor Policy: Class participation is critical to learning the content of this course; therefore, students are expected to attend every class meeting. Student absence will result in a total of 5% participation points deducted for EACH unexcused absence. Students who have more than two UNEXCUSED absences <i>will not pass this class</i> and are encouraged to withdraw from the course. An excused absence is defined as: Military Orders and Doctors Excuses. Both require documentation.</p> <p>This syllabus may be revised at the discretion of the instructor without the prior notification or consent of the student. The schedule below presents an approximate expectation of course progress. The instructor reserves the right to change the overall course grade weighting. 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 assignment and will be reported to the Dean of the School of Business and Technology for further disciplinary action.</p>
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<p>Weekly Schedule Schedule of required readings, class participations and assignments, lectures, discussion, students presentations and exams.</p>	<p>Introduction</p> <ul style="list-style-type: none"> • Week 1- Read: Chapter 1 and 2 <p>Segmentation and Positioning</p> <ul style="list-style-type: none"> • Week 2 Read Chapters 3-4 • Due: Article Review- Book Companion website: Go to Applications in Basic Marketing choose (1) Online in Basic Marketing article subheading “Evaluating Opportunities in the Changing Marketing Environment” be prepared to discuss in class <p>Buying Behavior</p> <ul style="list-style-type: none"> • Week 3 Read: Chapters 5-6 • Due: Case Review- Soprano’s Ristoranto <p>Marketing Research</p> <ul style="list-style-type: none"> • Week 4 Read : Chapter 7 • Due: Article Review- Book Companion website: Listen to “ Arbitron Backs Off on Radio” Go to Applications in Basic Marketing then go to Online in Basic Marketing article subheading- “Getting information for Marketing Decisions” Submit your response to BLACKBOARD discussion board question by April 10th. <p>Product</p> <ul style="list-style-type: none"> • Week 5 Read: Chapters 8-9 • Due: April 14-17: Take Mid Term Assessment via Blackboard Chapters 1-9 <p>Place</p> <ul style="list-style-type: none"> • Week 6 Read: Chapters 10-12 • Due: Case Review - Dr. Marcus Supply <p>Promotion</p> <ul style="list-style-type: none"> • Week 7 Read; Chapters 13-15 • Due: Article Review Book Companion website: Go to Applications in Basic Marketing then choose (1) Online in Business Marketing article subheading” Promotion” be prepared to discuss in class. <p>Price</p> <ul style="list-style-type: none"> • Week 8 Read: Chapters 16-17 • Prepare Research Project and Oral presentation <p>Ethical Marketing/ Research Presentations</p> <ul style="list-style-type: none"> • Week 9: Read Chapter 18 • Present Research project • Due: Oct 8: Take Mid Term Assessment via Blackboard Chapters 10-19
<p>Additional Information</p>	<p>DISCLAIMER This syllabus is intended to provide a basic structure to this course. Adherence to this syllabus is subject to change at the discretion of the instructor.</p>