

Course:	MRKT 5000.PR MARKETING
Term, Day, Time	Wednesday, Jan. 6, 13, 20, 27; Feb. 3, 10, 17, 24; Mar. 3; @ 5:30-9:30 p.m. Location: Nationwide Bldg. 3300 S.W. Williston Rd., Gainesville, FL 32608
Instructor:	Name: Dr. Joe Wallace Phone: Work: 352-873-5845, Cell: 352-208-0099 Email: wallacej@cf.edu
Catalog Description:	Students examine the character and importance of the marketing process, its essential functions and institutions exercising of 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 of a Marketing Plan.
Prerequisites:	MRKT 5000 is a core area concentration beginning course, and therefore does not require a prerequisite course. This course is the prerequisite for other courses in the graduate Marketing Core of concentration.
Course Level Learning Outcomes:	Upon completion of this course the student should: --Be able to properly identify and select markets for which specific products will be targeted. (Program Outcome #2) --Be able to 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. (Program Outcomes #2, #3, #4 and #6) --Be able to perform marketing research that is targeted towards reading of topical articles related to Marketing and be able to reference their topics to that being discussed in class. (Program Outcomes #1) --Be able to 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. This overview of a conceptual Marketing Plan will be used to build detailed Marketing Plans in future Marketing core courses. (Program Outcomes #5 and #6)
Materials:	The text is Marketing: An Introduction, 13/e, Armstrong & Kotler ©2005 Prentice Hall Paper; 744 pp ISBN-10: 0136079415 ISBN-13: 9780136079415; Supplemental reading and book review: Good to Great by Jim Collins; Publisher: HarperCollins Publishers, Inc. ISBN 0-06-662099-6.

Grading:	<table border="0"> <thead> <tr> <th>Grading Elements</th> <th>Maximum Points</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Attendance-Participation</td> <td>100</td> <td>20%</td> </tr> <tr> <td>Book Review-Paper</td> <td>100</td> <td>20%</td> </tr> <tr> <td>Marketing Plan-presentation</td> <td>100</td> <td>20%</td> </tr> <tr> <td>Final exam</td> <td>100</td> <td>20%</td> </tr> <tr> <td>Case studies/assignments</td> <td><u>100</u></td> <td>20%</td> </tr> <tr> <td>Total points:</td> <td>500</td> <td></td> </tr> </tbody> </table> <table border="0"> <thead> <tr> <th>Scale</th> <th>Grade</th> </tr> </thead> <tbody> <tr> <td>450-500</td> <td>A</td> </tr> <tr> <td>400-449</td> <td>B</td> </tr> <tr> <td>350-399</td> <td>C</td> </tr> <tr> <td>349-Below</td> <td>F</td> </tr> </tbody> </table>	Grading Elements	Maximum Points	Percentage	Attendance-Participation	100	20%	Book Review-Paper	100	20%	Marketing Plan-presentation	100	20%	Final exam	100	20%	Case studies/assignments	<u>100</u>	20%	Total points:	500		Scale	Grade	450-500	A	400-449	B	350-399	C	349-Below	F
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Activities:	<p>Students are required to research and present news articles with marketing significance during each class meeting, particularly relevant to the chapters to be covered (for additional points). Articles may come from any reliable source in print or on the Internet such as the Wall Street Journal – Media & Marketing Edition. Lectures and class discussions will utilize the text key points and cases. Each student will also complete and present a comprehensive Marketing Plan to be presented during the final class meeting. A book review and class discussion is also required of each student. Videos pertaining to subject matter will also be shown in class.</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 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 need accommodations for a disability, please let the instructor know at the beginning of the course so that they can be provided.</p> <hr/>																															

Disturbances/Conduct:

Students enrolling in a degree program at Webster University assume the obligation of conducting themselves in a manner compatible with the University's function as an education institution. Misconduct for which students are subject to discipline may be divided into the following categories:

1. All forms of dishonesty, cheating, plagiarism, or knowingly furnishing false information to the University.
2. Obstruction or disruption of teaching, research, administration, disciplinary procedures, or other University activities or of other authorized activities on University premises.
3. Classroom disruption. Behavior occurring within the academic arena, including but not limited to classroom disruption or obstruction of teaching, is within the jurisdiction of Academic Affairs. In case of alleged campus and/or classroom disruption or obstruction, a faculty member and/or administrator may take immediate action to restore order and/or to prevent further disruption (e.g. removal of student[s] from class or other setting). Faculty members have original jurisdiction to address the immediacy of a situation, as they deem appropriate. When necessary and appropriate, Public Safety and/or the local [or military] police may be contacted to assist with restoring peace and order. Faculty response is forwarded to the academic dean (or his or her designee) for review and, if necessary, further action. Further action might include permanent removal from the course. Repeated offenses could lead to removal from the program and/or the University.
4. Theft of or damage to property of the University. Students who cheat or plagiarize may receive a failing grade for the course in which the cheating or plagiarism took place.

Students who engage in any of the above misconducts may be subject to dismissal from the University on careful consideration by the executive vice president of the University or his designee. To the extent that penalties for any of these misconducts (e.g. theft or destruction of property) are prescribed by law, the University will consider appropriate action under such laws.

Students are subject to the Student Code of Conduct and Judicial Procedure described in the Online Student Handbook and the Student Handbook for Counselor Education.

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:

Because this course only meets nine times, attendance is essential to successful completion of the course. A student will be penalized for each absence. Grades are based upon attendance, participation, exams, presentations, and other assignments.

<p>Weekly Schedule:</p>	<p>Week 1: Jan. 6, 5:30 – 9:30 p.m. Course overview, syllabus, discuss Chapters 1, 2, of the text (Should be read prior to the first meeting), Video: What Women Want. Assignment for next meeting: Read Chapters 3, 4, 5. Begin reading “Good to Great” and planning your marketing plan. <i>Bring articles pertinent to our marketing topics to class to present and discuss.</i></p> <p>Week 2: Jan. 13, 5:30 – 9:30 p.m. Discuss articles and Chapters 3, 4, 5. Documentary – DVD. Assignment: Read Chapters 6, 7, 8; Begin writing Strategic Marketing Plan; <i>Bring articles pertinent to our marketing topics to class to present and discuss.</i></p> <p>Week 3: Jan. 20, 5:30 – 9:30 p.m. Documentary – DVD. Discuss articles and Chapters 6, 7, 8; Assignment: Read Chapters 9, 10, 11. Complete “Good to Great” book review. <i>Bring articles pertinent to our marketing topics to class to present and discuss.</i></p> <p>Week 4: Jan. 27, 5:30 – 9:30 p.m. Discuss Chapters 9, 10, 11. Discuss and Turn in Book Review. Documentary – DVD. Assignment: Read Chapters 12, 13, 14. <i>Bring articles pertinent to our marketing topics to class to present and discuss. Mid-Term Exam</i></p> <p>Week 5: Feb. 3, 5:30 – 9:30 p.m. Discuss articles and Chapters 12, 13, 14. Assignment read Chapters 15, 16. Documentary – DVD. <u>Turn in Mid-term exam.</u> <i>Bring articles pertinent to our marketing topics.</i></p> <p>Week 6: Feb. 10, 5:30 – 9:30 p.m. Discuss Chapters 15, 16. Assignment read Chapters 17, 18. Documentary – DVD. <i>Bring articles.</i></p> <p>Week 7: Feb. 17, 5:30 – 9:30 p.m. Discuss Chapters 17, 18. Assignment read Chapters 19, 20. Documentary – DVD. <i>Bring articles.</i></p> <p>Week 8: Feb. 24, 5:30 – 9:30 p.m. Discuss Chapters 19, 20. <i>Bring articles.</i></p> <p>Week 9: Mar. 3, 5:30 – 9:30 p.m. Marketing Plan Presentations. Final Examination.</p>
<p>Additional Information:</p>	<p>Webster University, under applicable rules of the Administrative Procedures Act, may change any of the information set forth in this syllabus without notice.</p> <p>For Webster University policies and procedures, please refer to the Catalog and Student Handbook.</p> <p>Reviewed by: _____ <u>Nicki Nance</u> _____</p> <p>Job Title: _____ <u>Faculty Coordinator</u> _____</p> <p>Date: _____ <u>12/2/09</u> _____</p>