


Course	MNGT 3500 Marketing
Term	Summer 2008
Instructor	Name: Judy A Parker Phone: 619-255-7128 Email: judyparker@onebox.com
Catalog Description	Studies the marketing process as it relates to management, channels of distribution, trends in selling, consumer buying behavior, promotion, and pricing policies, research, communications, and government regulation.
Course Level Learning Outcomes	<p>Upon completion of this course:</p> <ul style="list-style-type: none"> • Students will be able to define and discuss basic terminology, concepts, principles, and practices related to the following specific areas of marketing: <ul style="list-style-type: none"> ○ The role of marketing in the macro and micro environments ○ Buyer needs and behavior ○ Target Marketing ○ Marketing 4 P's ○ Marketing Strategy ○ Marketing research and competitive intelligence • Students will be able to identify and apply appropriate terminology, concepts, principles, and analytical techniques when examining and evaluating moderately complex marketing-related situations • Students will be able to develop basic solutions to basic marketing-related problems, using the marketing concepts, principles, practices and techniques taught in this course. • Students will be able to evaluate the quality of their proposed solutions against appropriate criteria, based on the marketing concepts, principles, and practices taught in this course • Students will have developed writing and oral proficiency in communicating marketing concepts.
Materials	<p>Basic Marketing, by Perreault and McCarthy, McGraw Hill Irwin</p> <div style="display: flex; align-items: flex-start;">  <div style="border: 1px solid #ccc; padding: 5px; width: 550px;"> <p>Basic Marketing</p> <p>Author: Perreault, William D. / McCarthy, E. Jerome</p> <p>Edition: 16TH 08</p> <p>ISBN: 0-07-335214-4</p> <p>Publisher:</p> </div> </div> <p>At least one of the following newspaper publications: San Diego UT, Wall Street Journal, LA Times, New York Times, Financial Times</p>
Grading	

Grades will be based on the following:

	<u>Possible points</u>	<u>Weight (%)</u>
Exams (200 each)	600	60%
Marketing plan		
Written plan	150	15%
Oral presentation	150	15%
In-class assignment	50	5%
In-class participation	50	5%
Total	1000	100%

Grading scale (%)

A 93+	A- 90-92		
B+ 87-89	B 83-86	B- 80-82	
C+ 77-79	C 73-76	C- 70-72	
D+ 67-69	D 63-66	D- 60-62	

The UNDERGRADUATE catalog provides these guidelines and grading options:

- **A, A-** superior work in the opinion of the instructor
- **B+, B, B-** good work in the opinion of the instructor
- **C+, C, C-** satisfactory work in the opinion of the instructor
- **D+, D** passing, but less than satisfactory work in the opinion of the instructor
- **I** incomplete work in the opinion of the instructor
- **ZF** An incomplete which was not completed within one year of the end of the course
- **F** unsatisfactory work in the opinion of the instructor; no credit is granted
- **W** withdrawn from the course
- **IP** course in progress
- **NR** not reported for the course
- **Z** a temporary designation given by the registrar indicating that the final grade has not been submitted by the instructor. When the final grade is filed in the Office of the Registrar, that grade will replace the Z.

Activities

Case Analysis Approach

We will review and analyze marketing cases to illustrate the points covered in the textbook and study real-life marketing situations. In class exercises cannot be made up if you missed the class. We will also discuss current topics in business and marketing. Students are encouraged to bring marketing topics of interest to class for discussion.

Marketing Plan Approach

You are required to prepare a marketing plan for a new project/product/company

	<p>of your choice. You will submit a project proposal/outline for instructor's approval. The plan should include concepts learned in class.</p> <p>Marketing plan grade will be based on the following:</p> <ol style="list-style-type: none"> 1. Written marketing plan – <i>deadline is Dec. 2. Marketing plans not delivered on time will be deducted 5 points per day after the due date.</i> 2. 15 minute oral presentation of the plan <p>Details of the Marketing Plan project will be discussed during class time.</p>
<p>Policy Statements: University Policies</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>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 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>REQUIRED WRITING COMPONENT: Each student will be assigned to write a marketing plan. The student will be required to research the topic, prepare a 750-1050 word paper, and prepare a PowerPoint presentation. Cite sources to support your research and write in a coherent, organized fashion expected at the college level. APA format and style. Be sure to include at least five non-internet sources such as professional journals or papers. Include a bibliography. Be sure to use appropriate citations in the text. At the Week 7 meeting each student will orally present their topic by use of their PowerPoint presentation.</p> <p>REQUIRED USE OF PASSPORTS: Students are required to use Webster University's online library, PASSPORTS (http://library.webster.edu). PASSPORTS offers access to many scholarly and professional publications free of charge. Check with the Academic Advisor or visit the website for more information about what is available via PASSPORTS.</p> <p>TURN-IT-IN PLAGIARISM DATABASE: Faculty encourages students to use the Turn-it-In Plagiarism Database and should include the password on the syllabus. (http://library.webster.edu/turnitin.html)</p> <p>WRITING ASSISTANCE: All students are encouraged to submit their research papers to the Webster On-Line Writing Center for review and assistance. (http://www.webster.edu/acadaffairs/asp/wc/online.html)</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 zero for the assignment and will be reported to the Dean of the School of Business and Technology for further</p>

	disciplinary action.
Weekly Schedule	<p>Week 1 Course Introduction Discuss Chapters 1,2,3 Reading assignment for next week, Chapters 1-7</p> <p>Week 2 Discuss Chapters 4-7 Reading assignment for next week, Chapters 8-11</p> <p>Week 3 Exam 1 on Chapters 1-7 Outline/proposal on marketing plan due Discuss Chapters 8,9,10,11</p> <p>Week 4 Discuss results of Exam 1 Discuss Chapters 12, 13, 14 Reading assignment for next week: Chapters 15-18</p> <p>Week 5 Discuss Chapters 15-18 Reading assignment for next week: Chapters 19-21</p> <p>Week 6 Exam 2 on Chapters 8-14 Discuss Chapters 19-21</p> <p>Week 7 Discuss Results to Exam 2 Marketing plan due Presentations</p> <p>Week 8 Exam 3 on Chapters 15-21 Presentations</p>
Additional Information	<p>Additional Work The instructor will assign questions at the end of each chapter. These will count towards your class assignment points.</p> <p>Student Preparedness Each Student is expected to read and be prepared to discuss all the text and material assigned each class period during the semester;</p> <p>Special projects may be assigned during the class. If you are unable to attend class, find out the assignment from a fellow student. This is your responsibility. There are no excuses accepted for not knowing the required assignments.</p> <p>Attendance</p>

	<p>It is essential that you attend class. If for a certified reason you cannot attend class, call my office and leave a message or send an email message. If you are unable to attend class, find out the assignment from a fellow student. There is no excuse for not knowing the assignment.</p>
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