

Course	MRKT 5000 Marketing
Term	Fall II 2008 October 20 – December 19, Monday 6 – 10 pm
Instructor	Name: Dr. Tonya D. Moore Phone: 843-437-1853 Email: Tonya.d.moore@us.army.mil
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.
Prerequisites	None Required
Course Level Learning Outcomes	Upon Completion of this course the student should: <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	Required Text: Contemporary Marketing , Boone/Kurtz, South-Western Cengage Learning, 2009 Edition ISBN: 978-0-324-58021-1 Publications Manual of the American Psychological Association , APA 5 th edition ISBN: 1-55798-791-2 Visual Aids: PowerPoints

<p>Grading</p>	<p>Course Requirements:</p> <p style="text-align: right;">% OF GRADE:</p> <p>A. Project (Paper, Power Points, and Presentation) 40%</p> <p>B. Tests (midterm & final) 30%</p> <p>C. Assignments (Group and Individual) <u>30%</u></p> <p style="text-align: right;"><u>100%</u></p> <p>Grade measurements are as follow: A = 96-100 A- = 90-95 B+ = 87-89 B = 84-86 B- = 81-83 C = 70-79 F = below 70</p> <p>The GRADUATE catalog provides these guidelines and grading options:</p> <ul style="list-style-type: none"> • 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>Activities</p>	<p style="text-align: center;">MARKETING TERM PROJECT ASSIGNMENT: CREATE A PRODUCT AND MARKETING PLAN</p> <p>For your term project for this course, you are to create a marketing plan for a product, a service, and/or a retail outlet. As a marketing manager for the company (one of your choice or a hypothetical one), you have been charged with the responsibility for developing the strategic marketing program for the next year.</p> <p>Your assignment is to prepare a marketing program which displays your ability to understand and use the major areas of marketing we are studying throughout this course. In addition, you may use additional sheets for exhibits, layouts, etc. The following provides you with an outline of the key areas you should cover in the development of your Marketing Project.</p> <p>Your assignment will be typed and written in APA format, a 10-page paper (content) with cover page and reference page (not included in the 10-pages). An appendix is not required (optional). Make your headers identical to the outline below. Do not have Clip Arts in Paper, only in PowerPoints and Do Not fill paper</p>

will graphs and etc. You may use Tables for your SWOT analysis and Pricing Strategy for formatting purposes. Presentations should be a minimum of 7 minutes not including question and answer time. Follow the rubrics for a successful project. Rubrics will be given during Week 1.

PROGRAM:

I. SITUATION ANALYSIS

A. Describe your product, service or retail operation. (Definition, Mission, Goals, SWOT)

B. Briefly discuss the overall market or category: include a review of existing competitors.

II. ESTABLISH YOUR TARGET MARKETING STRATEGY

A. Analyze and define your target market.

B. Identify the key benefit(s) or selling theme you will emphasize in your marketing efforts.

III. DEVELOP A PRICING STRATEGY FOR YOUR PRODUCT

A. Describe and provide rationale for your pricing strategy.

IV. DEVELOP YOUR DISTRIBUTION/LOCATION STRATEGY

A. If you're marketing a product, you must describe the kind of outlets carrying it and the degree of distribution density you seek.

B. You'll need to discuss location if your project is a retail outlet. If marketing a service, you'll need to discuss location or distribution site and coverage.

V. DEVELOP A PROMOTION MIX

A. If personal selling is to be used, briefly discuss the extent of this effort.

B. If public relations/publicity is appropriate, describe the program you plan to use.

C. If trade and/or consumer sales promotion efforts and P.O.P. will be used, describe the specific types your program will include.

D. If advertising is planned, describe both the creative approach and the media program you intend to use. (Examples of layout/copy, scripts, storyboards, are suggested.)

Your term project is due during **Week 8**. Points will be deducted for each day it is late. Your project must be typed. The objective of this project is to apply what you will be learning through the course in order to gain a better understanding of the marketing process and how to use elements of the marketing mix for any product or service.

Note:

1. It is expected that students will have project work in progression for evaluation by the instructor at instructor request. Such evaluation will help in providing the student with the assurance that he or she is successfully proceeding toward project completion

A WORD OF GRADUATE WRITING:

Each student must demonstrate proficiency in the use of the English language in the research paper submitted for this course. Grammatical errors, spelling errors, and writing that do not express ideas clearly will affect your final grade. Students are advised to use

The Publication Manual of the Psychological Association (Fifth Edition) for form, style and general writing principles in the preparation of research paper. Students

	<p>are instructed to use the Webster University PASSPORTS library at http://library.websteruniv.edu/ for research papers to be submitted for this course.</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>CHEATING/PLAGARISM POLICY: Students who are discovered cheating or committing plagiarism may be awarded a failing grade for the course, and may be subject to dismissal or further discipline. Webster University strives to be a center of academic excellence. As part of our Statement of Ethics, the University strives to preserve academic honor and integrity by repudiating all forms of academic and intellectual dishonesty, including cheating, plagiarism and all other forms of academic dishonesty.</p>

	<p>Academic Honesty is unacceptable and is subject to disciplinary response.</p> <p>Defining Plagiarism: “You plagiarize when, intentionally or not, you use someone else’s words or ideas but fail to give that person credit. You plagiarize even when you do credit the author but use his exact words without indicating with quotation marks or block indentation. You also plagiarize when you use words so close to those in your source, that if you placed your work next to that source, you would see that you could not have written what you did without the source at your elbow.” (Booth, Wayne C., Colomb, Gregory G., & Williams, Joseph M. (1995). <i>The Craft of Research</i>. Chicago, IL: The University of Chicago Press.)</p> <p>ATTENDANCE POLICY: The university reserves the right to drop students who do not attend class the first week of the term/semester. Students are expected to attend all class sessions of every course. In the case of unavoidable absence, the student must contact the instructor. The student is subject to appropriate academic penalty for incomplete or unacceptable makeup work, or for excessive or unexcused absences. Generally, a student who misses more than one four-hour course period (per course) without a documented military or medical excuse and advanced permission of the instructor should withdraw from the class.</p> <p>ABSENCE POLICY: If a student is absent, the instructor is to assign makeup work to cover the materials presented that week. If a student has two absences, the instructor has the option to lower the student’s grade one letter grade and to inform the student of the action. If a student has three absences, the instructor has the option to assign a grade of F and to inform the student of the action. It is the student’s responsibility to withdraw from the course. When the instructor chooses to award a grade of I (Incomplete) for three or four absences, the student must provide acceptable documentation to verify that the absences were unavoidable (e.g. – illness, work conflict, military temporary duty).</p>
<p>Weekly Schedule</p>	<p>Schedule of required readings, class preparations, assignments, lectures, etc. Chapter readings are consistent with the project.</p> <p>WEEK 1 – Discuss chapters 1-2.</p> <ol style="list-style-type: none"> 1. Marketing: The Art and Science of Satisfying Customers 2. Strategic Planning and the Marketing Process <p>WEEK 2 – Discuss chapters 3-4.</p> <ol style="list-style-type: none"> 3. The Marketing Environment, Ethics, and Social Responsibility 4. E-Business in Contemporary Marketing <p>WEEK 3 - Discuss chapters 5-7.</p> <ol style="list-style-type: none"> 5. Consumer Behavior 6. Business-to-Business (B2B) Marketing 7. Global Marketing <p>WEEK 4 – Discuss chapters 8-10.</p> <ol style="list-style-type: none"> 8. Marketing Research and Sales Forecasting 9. Market Segmentation, Targeting, and Positioning 10. Relationship Marketing and Customer Relationship Management (CRM)

	<p>WEEK 5 – MIDTERM EXAMINATION</p> <p>WEEK 6 – Discuss chapters 11-13.</p> <ul style="list-style-type: none"> 11. Product and Service Strategies 12. Developing and Managing Brand and Product Categories 13. Marketing Channels and Supply Chain Management <p>WEEK 7 – Discuss chapters 14-16.</p> <ul style="list-style-type: none"> 14. Retailers, Wholesalers, and Direct Marketers 15. Integrated Marketing Communications 16. Advertising and Public Relations <p>WEEK 8 – Discuss chapters 15-17</p> <ul style="list-style-type: none"> 17. Personal Selling and Sales Promotion 18. Pricing Concepts 19. Pricing Strategies <p>WEEK 9 – FINAL EXAMINATION</p>
Additional Information	None