

**MORAVIAN COLLEGE**  
**MARKETING MANAGEMENT**  
**Management 251a**

Spring, 2006  
PPHAC 101  
M/W: 12:50 – 2:00 p.m.

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Office Hrs: M/W: 2:00 – 3:00 p.m.  
Tu/Th: 10:30 – 11:30 a.m.  
Others by appointment

**COURSE DESCRIPTION:**

MGMT 251 addresses the management of marketing activities in an organization. The course emphasizes the application of marketing principles to design and implement effective programs for marketing products and services to consumers and business users.

**COURSE OBJECTIVES:**

Upon successful completion of this course, the student should be able to:

1. Understand the major concepts of modern marketing practice.
2. Understand strategic and tactical marketing techniques
3. Design customer-oriented marketing strategies
4. Manage technology and information for effective marketing and be able to use the World Wide Web for marketing purposes (both research and implementation).
5. Understand the role of research and analysis in marketing and be able to make marketing decisions based upon data.
6. Understand and be able to develop strategies for the 4 P's of marketing (product, price, place, promotion).
7. Understand and describe the similarities and differences of marketing to consumers and business customers.
8. Create a marketing plan for an organization.

## **REQUIRED TEXTS AND MATERIALS:**

Solomon, Marshall, and Stuart, (2006). Marketing: Real people, real choices (4<sup>th</sup> ed). Upper Saddle River, NJ: Prentice-Hall.

Harris-Tuck, L., (2006). Brand You. Upper Saddle River, NJ: Prentice-Hall.

MarketingPlanPro 6.0 software

Additional readings, practice quizzes, and supplemental materials may be found at the textbook's website: <http://www.prenhall.com/Solomon>.

Additional readings in marketing methods provided by the professor via URL links to web pages and databases, handouts in class, or articles from the library or other sources. These reading assignments will be made available via the Blackboard system.

*We will also be using the Blackboard system quite a bit. Please be sure to enroll in this section ASAP (password "marketing").*

## **COURSE REQUIREMENTS:**

The course requirements are as follows:

1. **Mid-Term Examination** - A mid-term examination (15% of the course grade) will be required. This examination will consist of essay and multiple choice questions, which will be based on course content to that point. The multiple choice portion of the exam will be mostly fact-based and will draw heavily upon the objectives outlined in class discussion. Students are ***strongly encouraged*** to review the text web-site for examples of these questions. The essay questions will be mostly integrative in nature with an emphasis placed on the organization, depth, and clarity of responses to these questions.
2. **Personal Positioning Paper** - This project focuses on you and your goals by developing a personal positioning/branding strategy for getting an employment position or spot in a graduate program. Think about creating "brand value" by instilling confidence, awareness, perceived quality, and other associations for the product you know best - YOU! Each student will write a 5-7 page (typed, double-spaced) paper discussing your personal positioning strategy using the "Brand You" book as a guide. It is not necessary to answer all of the questions in "Brand You" but the following topics should be addressed:
  - a. Introduction (how paper is organized, why position is important to you)
  - b. Environmental scan (what your objectives are, who is your competition, etc. Students are expected to contact guidance office and/or other appropriate parties for advice.)
  - c. Situation Analysis (significant life events, accomplishments, SWOT of self)
  - d. Target Market(s) description (industry, specific employer, skills needed in a position)

- e. Positioning and Core Strategy description (unique characteristics that differentiate you from competitors)
- f. Branding and "product" discussion (what you can do to improve yourself for the desired position, how you can promote and get your information out to potential employers, etc.)
- g. Action plan and any Appendices (resume, cover letter, portfolio)

The positioning paper is due on the date noted on the schedule. Your personal positioning paper is worth 15% of the course grade.

3. **Marketing Plan** - Students will be formed into groups of 5 students each. *The groups need to be created and approved during the first two weeks of class.* Each group will be asked to develop a marketing plan for a local business or community service organization (can include Moravian College). Each group will select a local business or service organization to work with (you must have the approval of the organization!). The suggested organization must be approved by the instructor as well. Each group will meet with representatives from the chosen organization and the organization must be willing to meet with the instructor in order to be used for this project. Each group will prepare a 12-15 typed, double-spaced page marketing plan (according to a template and handouts provided by the instructor) as well as a 12-15 minute presentation delivered the last week of class. Groups may meet in-person or on-line through Blackboard. Students will select their own groups for this project, but all groups must be pre-approved by the instructor. Because the groups are self-selected, any internal group problems are expected to be worked out by the group members. The marketing plan will account for 15% of the course grade. *Prior to the midterm each group will present an 8-10 minute overview of their progress to date to the class (e.g., background on organization, current environment, product(s) being offered, etc.* During the last week of class, the groups will present their plans to the class and chosen organization. The presentation will account for 5% of the course grade. Members of the chosen organizations will be invited to attend the presentation as well as receive (ungraded) copies of the marketing plans. The groups will be randomly assigned to determine the order of presentation. Students are encouraged to use the MarketingPlan Pro software in the preparation of their reports and presentations.
4. **Quizzes**. There will be four (4) quizzes throughout the semester (dates noted on syllabus). Each quiz will consist of 10 multiple-choice and/or fill-in-the-blank questions (on topics from the book and lectures) and will be administered at the beginning of the assigned class period. Students will be allotted 15 minutes to complete the quiz. There will be NO make-ups. The lowest quiz score will be dropped from the final grade (i.e., your quiz grade is comprised only of the top three of four scores). The quizzes will account for fifteen (15%) percent of your grade.
5. **Marketing Insights**. Each student will submit to the instructor two (2) pertinent marketing thought about the course material or marketing topics that have arisen and how these relate to the outside world. Specifically, twice this semester you will produce an original summary of an article you have found either in print or

on the internet. *The summary must be correctly attributed.* Each insight will be 1-2 pages in length (typed, double-spaced). The first half of the insight will be a summary of the article that you read. The second half of the insight will discuss implications and original insight about the article and how it relates to the course topics. Particular attention will be paid to how the information learned from the article could be applied to other situations, not necessarily the ones presented in the article (e.g., how might other industries use the information?). Each insight is worth up to 10 points and together the two insights comprise ten percent (10%) of the course grade. Late assignments will not be accepted unless prior arrangements have been made with the instructor.

6. **Final Examination:** A final examination (20% of the course grade) will be required. This examination will be similar in format and nature to the midterm, and will be cumulative in nature. The date for the final will be scheduled by the registrar.
  
7. **Class attendance and participation:** Students are expected to attend class and participate in classroom discussions and exercises. A large portion of this course will consist of interactive exercises and games that you will be expected to participate in. If you know you will be absent from a class, please inform the instructor as soon as possible. In addition, homework assignments will be given throughout the semester. These will be based on the reading assignments and class instruction. Your responses should fully address the issue(s) raised in the questions and should reflect your understanding of the assigned readings. These assignments will serve as discussion for class and may be worked on in groups. While the homework assignments are not graded for correctness, the completion and timely submission of assignments will determine whether or not you receive credit for this portion of the course grade. It is extremely important that they be completed on time and that the student is prepared to discuss the assignments. Attendance, participation, and homework are worth 5% of the course grade.

**GRADING:**

The final course grade will be determined as follows:

Mid-term Examination -----	15%
Personal Positioning Paper-----	15%
Group Marketing Plan-----	15%
Marketing Plan Presentation-----	5%
Quizzes-----	15%
Marketing Insights-----	10%
Final Examination -----	20%
Class Participation-----	5%
 TOTAL -----	 100%

### **GENERAL TEACHING PHILOSOPHY:**

I believe that learning is primarily an internal process, and my job is to help provide stimulation and guide your thinking so that you can discover things for yourself. I believe that thinking and application of knowledge is crucial to learning and success in life. As such, I will not spend a lot of class time repeating the facts and definitions in the text, but instead will be asking you a lot of questions and engaging you in different experiential activities designed to make you think about and apply the course content. The questions I ask may seem rather basic at first, but the purpose is to show you how to integrate a new body of knowledge into the world you already know. Please don't be offended if some of the questions seem rather simple. They are meant to encourage you to think about how the course topics apply to you and the world. Therefore, I expect a very interactive class experience, one where we will all be asking and answering lots of questions.

I also expect that you will have read the textbook and any other materials that I provide to you for class discussion. I will not spend a lot of lecture time repeating facts and definitions from the text, but rather will focus the discussions on application and integration of the material into a broader context. While facts are necessary, they aren't necessarily interesting! I believe that you learn much more by understanding examples of success and failure and gleaning the key insights from these that can be applied to a multitude of situations. **What this means to you is that if you have a specific question about a definition or example in the text, ASK!!** If you don't ask me, I will assume that you have an understanding of the basic facts and will use that information as a springboard for learning.

### **WRITING STANDARDS:**

Effective managers, leaders, and teachers are also effective communicators. Written communication is an important element of the total communication process. Moravian College recognizes and expects exemplary writing to be the norm for course work. To this end, all papers, individual and group, must demonstrate high-quality level writing and comply with the format requirements of the Publication Manual of the American Psychological Association, 5<sup>th</sup> Edition. Careful attention should be given to spelling, punctuation, source citations, references, and the presentation of tables and figures. It is expected that all course work will be presented on time and error free. Work submitted online should follow standard procedures for formatting and citations.

### **POLICY ON ACADEMIC HONESTY AND PLAGIARISM:**

Academic integrity is central to the learning and teaching process. Students are expected to conduct themselves in a manner that will contribute to the maintenance of academic integrity by making all reasonable efforts to prevent the occurrence of academic dishonesty. Academic dishonesty includes, but is not limited to, obtaining or giving aid on an examination, having unauthorized prior knowledge of an examination, doing work for another student, and plagiarism of all types.

Plagiarism is the intentional or unintentional presentation of another person's idea or product as one's own. Plagiarism includes, but is not limited to, the following: copying

verbatim all or part of another's written work; using phrases, charts, figures, illustrations, or mathematical or scientific solutions without citing the source; paraphrasing ideas, conclusions, or research without citing the source; and using all or part of a literary plot, poem, film, musical score, or other artistic product without attributing the work to its creator. Students can avoid unintentional plagiarism by following carefully accepted scholarly practices. Notes taken for papers and research projects should accurately record sources to material to be cited, quoted, paraphrased, or summarized, and papers should acknowledge these sources. The penalties for plagiarism include a grade of "F" on the work in question, a grade of "F" in the course. All acts of suspected plagiarism will also be reported to the College. Students are encouraged to review the student handbook (pgs. 51 – 56) for further clarification on academic honesty.

**COURSE ASSIGNMENTS AND SCHEDULE:**

<b>Date</b>	<b>Topic</b>	<b>Reading Due</b>	<b>Assignment Due</b>
01/16/06	Course Intro/Overview of Mktg	Sol.1	
01/18/06	“		
01/23/06	Environment, planning & ethics	Sol. 2, 3	
01/25/06	“		
01/30/06	“		<b>Quiz #1 / Group member lists due</b>
02/01/06	Mktg Research	Sol. 4	
02/06/06	Consumer Behavior	Sol. 5	
02/08/06	Business Mktg	Sol. 6	<b>Insight #1 due</b>
02/13/06	Segmentation	Sol. 7	
02/15/06	“		
02/20/06	Branding	TBA	<b>Quiz #2</b>
02/22/06	“		
02/27/06	<i>Topic Presentations</i>		
03/01/06	<i>Midterm</i>		
03/06/06	<b><i>Spring Break</i></b>		
03/08/06	“		
03/13/06	Product Creation	Sol. 8, 9	
03/15/06	“		
03/20/06	Pricing	Sol. 11	<b>Personal Branding paper due</b>
03/22/06	“		
03/27/06	Communications	Sol. 12, 13	<b>Insight #2 due</b>
03/29/06	“		
04/03/06	Personal Selling	Sol. 14	<b>Quiz #3</b>
04/05/06	“		
04/10/06	Channel Concepts	Sol. 15	
04/12/06	“		<b>Quiz #4</b>
04/17/06	<b>Easter Recess</b>		
04/19/06	e-commerce & CRM	TBA	<b>Marketing Plans due</b>
04/24/06	<i>Group Presentations</i>		
04/26/06	<i>Group Presentations</i>		

**Note: The schedule, topics and assignments outlined above are subject to change throughout the semester.**