

MORAVIAN COLLEGE
MARKETING MANAGEMENT
MGMT 251

Fall, 2007
PPHAC 102
Tu/Th: 12:50 – 2:00 p.m.

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Office Hrs: M/W 1:00 – 2:00 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. Discuss marketing in terms of the value creation process.
2. Understand the ethics and morality incumbent upon the marketing discipline.
3. Understand the major concepts of modern marketing practice.
4. Understand strategic and tactical marketing techniques
5. Design customer-oriented marketing strategies
6. Manage technology and information for effective marketing and be able to use the World Wide Web for marketing purposes (both research and implementation).
7. Understand the role of research and analysis in marketing and be able to make marketing decisions based upon data.
8. Understand and be able to develop strategies for the 4 P's of marketing (product, price, place, promotion).
9. Articulate and critically discuss key issues in the marketing discipline.

REQUIRED TEXTS AND MATERIALS:

Lamb, Hair, & McDaniel (2008). *MKTG 2007/2008*. Thompson South-Western.

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. **Course Examinations** - Two examinations (each worth 10% of the course grade) will be required. The examinations will consist primarily of essay questions, which will be based on course content to that point. The questions will be mostly integrative in nature with an emphasis placed on the organization, depth, and clarity of responses to these questions.
2. **Quizzes**. There will be five (5) 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 10 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 four of five scores). The quizzes will account for twenty (20%) percent of your grade.
3. **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 quizzes, and will be cumulative in nature. The date for the final will be scheduled by the registrar.
4. **Homework Exercises**. Three graded homework sets will be assigned throughout the semester. These assignments will be selected from the text and will be due on the dates noted in the schedule. Each exercise set is worth 5% of the course grade and together the two sets comprise ten percent (15%) of the course grade. Late assignments will not be accepted unless prior arrangements have been made with the instructor.

5. **Marketing Plan** – Now is your opportunity to be an entrepreneur! Students will be formed into groups of between 4-5 students each. Each group will be asked to develop a marketing plan for a start-up organization from a list provided by the instructor. You will determine an appropriate market, “create” a product, and thoroughly discuss how your “company” would market its product(s). The actual product does not need to be physically created, but you must discuss it thoroughly as well as all other aspects of the plan. Each group will prepare a 15-17 typed, double-spaced page marketing plan (according to a template and handouts provided by the instructor) as well as a 15-20 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. During the last week of class, the groups will present their plans to the class. The presentation will account for 5% of the course grade. The groups will be randomly assigned to determine the order of presentation.

In addition, each group will be responsible for meeting with the instructor outside of class at various “checkpoints” throughout the semester. These will be short (15-20 minute) meetings where we can discuss your progress on the project and develop strategies for successful completion. Dates for meetings will be announced in class.

6. **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:

Course Examinations-- -----	20%
Quizzes-----	20%
Final Examination -----	20%
Homework Sets-----	15%
Marketing Plan -----	15%
Marketing Plan Presentation -----	5%
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, 5th 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:

Date	Topic	Reading Due	Assignment Due
8/28/07	Course Intro/Overview of Mktg	Lamb 1	
8/30/07	Environment, planning & ethics	Lamb 2, 3	
9/04/07	"		
9/06/07	"		Quiz #1
9/11/07	Global Marketing	Lamb 4	
9/13/07	<i>No Class</i>		
9/18/07	Consumer Behavior	Lamb 5	
9/20/07	Segmentation	Lamb 7	Quiz #2
9/25/07	"		
9/27/07	Business Marketing	Lamb 6	Exercise Set #1
10/02/07	Market Research	Lamb 8	
10/04/07	Examination		Exam #1
10/09/07	Fall Break		
10/11/07	Branding	TBA	Quiz #3 / Arrange team mtgs
10/16/07	"		
10/18/07	Product Decisions	Lamb 9, 10	
10/23/07	"		
10/25/07	Distribution Decisions	Lamb 12, 13	Exercise set #2 due
10/30/07	"		
11/01/07	Promotion Decisions	Lamb 14, 15	Quiz #4
11/06/07	"		
11/08/07	Personal Sales	Lamb 16	
11/13/07	Pricing Decisions	Lamb 17, 18	Exercise set #3 due
11/15/07	"		
11/20/07	Examination		Exam #2
11/22/07	Thanksgiving Break		
11/27/07	Internet and CRM	Lamb 19	Quiz #5
11/29/07	Course wrap-up and integration		Marketing Plans Due
12/04/07	Presentations		
12/06/07	Presentations		

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