

MORAVIAN COLLEGE
MARKETING MANAGEMENT
MGMT 251a

Spring, 2008
PPHAC 102
Tu/Th: 8:50 – 10:00 a.m.

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Office Hrs: M/W 10:30 – 11:30 a.m.
Tu/Th 1:00 – 2:00 p.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.

COURSE REQUIREMENTS:

The course requirements are as follows:

1. **Mid-Term Examination** - A mid-term examination 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. **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. If you know in advance that you are going to have an excused absence the day of a quiz, or have a medical note for being sick on the day of a quiz, you MUST let the instructor know as soon as possible in order to make alternative arrangements.
3. **Final Examination:** A final examination 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**. Two 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. Late assignments will not be accepted unless prior arrangements have been made with the instructor.
5. **“Insights” journals** – Each student will be responsible for keeping a journal in this class that summarizes the course topics and insights gained. After each class, you will be responsible for summarizing a main point of the discussion and what an insight or implication of this might be. Each entry should be approximately 1/3 to 1/2 a page in length. The journal entries will be assessed on completeness, not content.

6. **Marketing Situational Analysis and marketing pitch**–

- a. **Paper:** Students will be responsible for selecting a Fortune 500 organization and analyzing its marketing environment and marketing implementation. Students will be required to collect and analyze data on the organization and analyze how the organization implements its marketing strategy. In addition, students will offer suggestions for how the organization might improve its marketing. Students will then write a 4-5 page paper discussing the key elements of the plan. Students may work on this project individually or with a teammate/partner.
- b. **Marketing Pitch:** Each student / team will act as a marketing consultant and present their plan to the class. This will take the form of a 4-minute “marketing pitch” presented during the last week of class discussing the chosen plans. This pitch can be in the form of a poster board presentation, a PowerPoint presentation, or a filmed commercial pitch.

A project schedule with dates and intermediate deliverables will be passed out to the class. Dates on this schedule must be adhered to.

- 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.

GRADING:

The final course grade will be determined as follows:

Midterm-- -----	100 pts
Quizzes-----	100 pts
Final Examination-----	100 pts
Homework Sets-----	50 pts
Insights Journal-----	25 pts
Situational Analysis-----	75 pts
Marketing Pitch-----	25 pts
Class Participation-----	25 pts
 TOTAL -----	 500 pts

Effort Points: While coming to class is a necessary component to success in this course, it is not sufficient. Even more important is the effort that you put forth. Each student will be eligible to earn up to 20 “effort points” for contribution to the class and our projects. These points will be distributed by the instructor to students who are actively participating, leading, etc. Effort cards will be given to students throughout the semester for extra effort as deemed appropriate by the instructor and may be turned in for extra

credit. It is the responsibility of the student to turn these completed cards into the instructor for redemption prior to the final exam or they will expire

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 or other generally accepted academic format. 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
1/15/08	Course Intro/Overview of Mktg	Lamb 1	
1/17/08	“	“	
1/22/08	Environment, planning & ethics	Lamb 2, 3	
1/24/08	“	“	
1/29/08	“	“	Quiz #1
1/31/08	Global Marketing	Lamb 4	
2/05/08	Consumer Behavior	Lamb 5	
2/07/08	Segmentation	Lamb 7	Quiz #2
2/12/08	“	“	
2/14/08	Business Marketing	Lamb 6	Exercise Set #1
2/19/08	Market Research	Lamb 8	
2/21/08	Midterm		Midterm
2/26/08	Branding	TBA	
2/28/08	“		
3/04/08	Spring Break		
3/06/08	“		
3/11/08	Product Decisions	Lamb 9, 10	
3/13/08	“	“	
3/18/08	Distribution Decisions	Lamb 12, 13	Quiz #3
3/20/08	“	“	
3/25/08	Promotion Decisions	Lamb 14, 15	
3/27/08	“	“	
4/01/08	Personal Sales	Lamb 16	Quiz #4
4/03/08	Pricing Decisions	Lamb 17, 18	Exercise set #2 due
4/08/08	“	“	
4/10/08	Internet and CRM	Lamb 19, 20	Quiz #5 / Journals due
4/15/08	“	“	
4/17/08	General Discussion		Situational Analysis due
4/22/08	Marketing Pitches		
4/24/08	“		

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