

MORAVIAN COLLEGE
MARKETING MANAGEMENT
MGMT 251b

Fall, 2008
PPHAC 102
M/W: 2:20 – 3:30 p.m.

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Office Hrs: M/W 10:30 – 11:30 a.m.
Th 1:00 – 3:00 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:

Boone & Kurtz (2009). *Contemporary Marketing 2009*. 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. **Class Examinations** - Two examinations will be required. The examinations will consist of essay questions, which will be based on course content to that point. 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. Quiz material will be drawn from the textbook.
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 (i.e. it will consist of multiple choice and essay questions drawn from the entire semester). The date for the final is noted on the schedule.
4. **Who Am I?** - This project focuses on you and your goals by developing a personal positioning/branding paper about yourself. Think about creating “brand value” by instilling confidence, awareness, perceived quality, and other associations for the product you know best - YOU! Each student should keep a personal journal throughout the semester noting what you’ve learned and how it applies to your life. This journal and other exercises assigned by the instructor will form the basis for a 4-5 page (typed, double-spaced) paper discussing your personal positioning strategy. The final paper is due on the date noted in the schedule
5. **Marketing Scenario Analysis and marketing pitch**– Congratulations!! You are now a marketing consultant looking to sell your services. Students will be

responsible for selecting a Fortune 500 organization and analyzing its marketing environment and marketing implementation with the goal of making feasible recommendations for change and/or improvement. This project will consist of two parts.

- a. **Presentation and Summary:** Students will be required to collect and analyze data on the organization and discuss how the organization currently implements its marketing strategy. In addition, students will offer suggestions for how the organization might improve its marketing. Students will then give a (no more than) 7 minute presentation to the class and a 2-page summary discussing the current marketing environment of the chosen organization. This presentation and paper is due approximately half-way through the course (see schedule).
- b. **Commercial:** Each student / team will act as a marketing consultant and present their plan to the class via a “pitch meeting.” This will be in the form of a commercial or storyboard that discusses how the student will implement the strategy defined in the first part of the project. Each student will provide a 4-minute presentation that includes a 30-second commercial (or storyboard for a 30-second commercial). The pitch/commercial must address the analysis discussed in the first part of the project.

Students may work individually or in teams of up to three (3) for this project.

All groups and organizations MUST be submitted to the instructor by the date noted on the syllabus or a 5-point deduction will be taken from this project.

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.

GRADING:

The final course grade will be determined as follows:

Exam 1-----	75 pts
Exam 2-----	75 pts
Quizzes (20 pts each)-----	100 pts
Final Examination-----	100 pts
Who Am I? paper-----	25 pts
Scenario Analysis presentation and paper -----	50 pts
Marketing Pitch and commercial---	50 pts
Class Participation-----	25 pts
 TOTAL -----	 500 pts

Extra Credit: 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 25 “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
8/25/08	Course Intro/Overview of Mktg	Kurtz – Ch. 1	
8/27/08	“		
9/01/08	Labor Day – no class		
9/03/08	Environment, planning & ethics	Kurtz – Ch. 2,3	
9/08/08	“		Quiz #1
9/10/08	“		
9/15/08	Consumer Behavior	Kurtz – Ch. 5	Pitch group and organization due
9/17/08	B2B Marketing	Kurtz – Ch. 6	
9/22/08	GlobalMarketing	Kurtz – Ch.7	Quiz #2
9/24/08	Market Research	Kurtz – Ch. 8	
9/29/08	Exam 1		Exam 1
10/01/08	Market Segmentation 1	Kurtz – Ch. 9	
10/06/08	Fall Recess – no class		
10/08/08	Market Segmentation 2		
10/13/08	<i>Scenario Presentations - overview</i>		Presentations
10/15/08	“		“
10/20/08	Branding		Quiz #3
10/22/08	Product Decisions	Kurtz – Ch. 11, 12	
10/27/08	“		
10/29/08	Distribution Decisions	Kurtz – Ch. 13, 14	
11/03/08	“		
11/05/08	Promotion Decisions	Kurtz – Ch. 15, 16	Quiz #4
11/10/08	“		
11/12/08	Personal Sales	Kurtz – Ch. 17	
11/17/08	Pricing Decisions	Kurtz – Ch. 18, 19	Who am I? due
11/19/08	“		
11/24/08	Exam 2		Exam 2
11/26/08	Thanksgiving – no class		
12/01/08	<i>Commercials/Pitches</i>		Commercials
12/03/08	“		“
12/08/08	e-commerce/CRM/special topics	Kurtz – Ch. 4, 10	Quiz #5
12/10/08	“		
12/18/08	Final Exam		Final Exam

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