

**MORAVIAN COLLEGE**  
**MARKETING MANAGEMENT**  
**MGMT 251**

Spring, 2009  
PPHAC 102  
T/R: 8:50 – 10:00 a.m.

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Office Hrs: T/R 1:30 – 3:30 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. **Midterm** – One midterm examination will be required. The midterm will consist of multiple choice and essay questions, which will be based on course content to that point. Students are *strongly encouraged* to review the text web-site and end-of-chapter review questions 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. Please see special note on grading outlined below.
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 focus primarily on topics covered since the midterm. However, because all knowledge is cumulative, there is a cumulative nature to the final (i.e. some topics introduced in the beginning of the course will be needed to answer the questions from the second part of the course). The date for the final is noted on the schedule.
4. **Positioning Statement:** This project allows you to create a thorough positioning statement for an organization of your choice. You will create a two-page paper that discusses how your chosen organization can position itself for success within its environment. The first page of the paper will discuss your positioning of the organization given the environment in which it is based. You will discuss how the organization can distinguish itself from competition. The second page of the paper will be a mock-up of an advertisement or commercial that implements your discussion of the first page. The positioning statement is due on the date noted in the schedule

5. **Interview Project:** Throughout the semester we (the class) will be discussing several key issues and themes in the world of marketing. These "big topics" will include such issues as the need for marketing, the ethics and morality of marketing, and the responsibility of the marketing discipline. Your job will be to play moderator/expert for a taped interview on one of these topics (think Good Morning America). The instructor will provide a list of topics to the class from which you will choose your topic. You will select one of these topics and research multiple viewpoints on the topic. You will then film a 10-minute interview with a host and one or two discussants that thoroughly explains multiple sides of the issue and create a CD/DVD. The topics will be provided prior to the midterm.

**Students may work individually or in teams of up to three (3) for this project.** *All groups MUST be submitted to the instructor by the date noted on the syllabus or a 5-point deduction will be taken from this project. If you select to work with a classmate, you own any group problems that arise.*

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:

Midterm--	-----100 pts
Quizzes (20 pts each)-----	100 pts
Final Examination-----	125 pts
Positioning statement and ad-----	50 pts
Interview Project-----	100 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. Given that you and I may not always agree on the assessment of your work for tests and projects, *each student will be eligible to earn up to 20 "effort points" for contribution to the class and our projects.* These effort points are **in addition to** the 500 pts outlined above. 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.

**Special Note on Grading:** Quizzes and exams will be used to help assess your understanding and application of course content. Please do not fall into the trap of thinking that these will not be rigorous. Practice quizzes can be found on the textbook website which will familiarize you with examples of the type and wording of questions. Exams will be graded for complete and thorough responses. Merely providing a quick answer will get you an average grade at best. *If you want to excel in this course, you must provide a deeper level of insight and analysis in your work.* You must be able to support your answer, not just give an opinion. This support must draw from the book and lectures. For essay assignments, you must consider multiple options and defend why you chose the answer that you chose. If a topic is discussed in class, it is fair game for assessment. Due to time limits we are not able to cover all angles of the topic during class. This is what the textbook and your questions to me are for. Please be sure to review the text as well as your notes in preparation for quizzes and exams.

## **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 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\*:**

<b>Date</b>	<b>Topic</b>	<b>Reading Due</b>	<b>Assignment Due</b>
1/20/09	Course Intro/Overview of Mktg	Kurtz – Ch. 1	
1/22/09	“		
1/27/09	Environment, planning & ethics	Kurtz – Ch. 2,3	
1/29/09	“		
2/03/09	“		<b>Quiz #1</b>
2/05/09	Consumer Behavior	Kurtz – Ch. 5	
2/10/09	“		
2/12/09	Issues in B2B and Global	Kurtz – Ch. 6 & 7	
2/17/09	Market Research	Kurtz – Ch. 8	
2/19/09	Market Segmentation 1	Kurtz – Ch. 9	<b>Quiz #2</b>
2/24/09	“	“	
2/26/09	<b>Midterm</b>		<b>Midterm</b>
3/03/09	<b>Spring Break</b>		
3/05/09	“		
3/10/09	Branding		
3/12/09	“		<i>Interview team and topic due</i>
3/17/09	Product Decisions	Kurtz – Ch. 11, 12	<b>Positioning Statement due</b>
3/19/09	“		
3/24/09	Distribution Decisions	Kurtz – Ch. 13, 14	<b>Quiz #3</b>
3/26/09	“		
3/31/09	Promotion Decisions	Kurtz – Ch. 15, 16	
4/02/09	“		
4/07/09	Personal Sales	Kurtz – Ch. 17	<b>Quiz #4</b>
4/09/09			
4/14/09	Pricing Decisions	Kurtz – Ch. 18, 19	
4/16/09	“		
4/21/09	e-commerce/CRM/special topics	Kurtz – Ch. 4, 10	<b>Quiz #5</b>
4/23/09	“		<b>Interviews submitted</b>
4/28/09	<i>Final Week Fun</i>		
4/30/09	“		
5/07/09	<b>Final Exam</b>		

\*Note: This schedule is subject to change throughout the semester.