

MORAVIAN COLLEGE

COURSE:	MGMT 251B: Marketing Management Spring 2011
TIME/DAY:	T/R: 1:10pm – 2:20pm
LOCATION:	Comenius Hall, 111
INSTRUCTOR:	Katie P. Desiderio, Ph.D.
E-MAIL:	mekpd01@moravian.edu
OFFICE:	Comenius Hall 205B ~ come visit me!
HOURS:	M, T, W & R 2:30-3:30pm & <i>by appointment</i>
PHONE:	610.861.1376 (o) * 570.239.4084 (c)

REQUIRED TEXT: Lamb, C. W., Hair, J. F., & McDaniel, C. (2011). *MKTG*, (4th ed.). Mason, OH: South-Western. ISBN-10: 0-538-46824-6

COURSE DESCRIPTION: This course was designed to analyze the role of marketing activities in management of an organization. The course emphasizes the application of marketing principles to design and implement effective programs for marketing products and services to consumers and industrial users. Further emphasis is on market analysis and buyer behavior in the development of appropriate product, pricing, distribution, and promotional strategies. *Prerequisite: Economics 152 or permission of instructor.*

STUDENT LEARNING OBJECTIVES:

- Understand the importance of ethics in effective marketing practices.
- Understand basic concepts of marketing and the challenges faced by today's marketing managers.
- Identify and critically assess the managerial perspectives and skills necessary in making strategic marketing decisions.
- Understand marketing through the *value creation* process – Aha!
- Understand and explain the 4 P's of the marketing mix (product, price, place, & promotion).
- Understand and employ effective research and analysis strategies in making marketing decisions.
- Integrate technology, media and interpersonal competencies to effectively communicate with our class.
- Improve written expression and communication through the use of formal and informal writing as tools for learning.
- Enhance presentation and teamwork skills.
- Identify, define, and apply the correct marketing models, concepts, and processes to “real world” buzz.
- Explore a marketing internship, using a marketing lens, to enhance knowledge and understanding in a real-world, applied learning environment.

“Remarkable means it is worth making a remark about.” ~ Seth Godin

“Go the extra mile to *be remarkable!*” ~ Dr. D. ☺



COURSE PROCEDURES: Learning is most effective when the students are *actively* involved and responsible for the experience. The major approach to gaining mastery in MKTG will be individual study, reflection, and teamwork combined with class discussions and sharing of ideas, projects, and reports. This is your class—your learning experience. Make the most of it by:

1. Reading all assignments prior to class
2. Coming to class prepared with the required text
3. Utilizing the online tools available to you
4. Being alert to current MKTG news
5. Attending and participating in class seminars and discussions
6. Completing the exercises which involve opinion generation, analysis, observation, and library research
7. Fully participating in the semester long marketing internship with the YMCA
8. Completing the two examinations
9. Maintaining and sharing your *MKTG Buzz with Dr D.* each week
10. Participating fully in the cooperative “learning” adventure

MISSION RELEVANCE: The course will help students to understand and apply marketing management as a business practitioner. Examples of current marketing issues will be reviewed as a basis for learning how excellent companies employ the strategies taught. Examining the social, ethical, and economic aspects of marketing will help the student to integrate an ethical perspective to marketing. An awareness of the dynamic environment of the global economy will better prepare the student for a successful career in business.

COURSE ACTIVITIES TO MEET OBJECTIVES: The student will read the text and understand the material presented through class lectures, exams, guest speakers, exercises, asking questions, and a marketing internship. In order to fully meet the course objectives, you must be present!

ATTENDANCE: Students demonstrate their responsibility in the regularity and punctuality of their attendance. Please plan to arrive on time and remain the entire class period. Leaving class at the break will constitute an absence. As part of this policy, 3 days tardy constitutes 1 absence. Absences due to illness or other reasonable causes may entitle the student to make up missed work if communicated to the professor. Absences beyond 3 *for exceptional reasons* may be excused only upon presentation of a letter from a physician or other acceptable documentation. If the number of absences exceeds 3, the student’s grade will be lowered by one letter without exception. If the absences exceed 6 in a semester, the student will be issued an “F” for the course. YOU are responsible for all information, assignments, revisions, announcements, and etcetera. Arrange for a few peers that you can rely on to assist you in the case of your absence.

NOTE: ATTENDANCE IS MANDATORY ☺

GRADING: You will have the opportunity to demonstrate your learning through scheduled examinations, active participation, exercises, and projects. Students will be assessed both qualitatively and quantitatively in this class. **Excessive absences will lower your final grade evaluation.** In addition, expect a penalty of one half a letter grade per day for late assignments.

Exam 1	20%
Exam 2	20%
Exercises, Activities, Blackboard	20%
Energy, Ideas, & Involvement in class	20%
Marketing Internship ~ Bethlehem YMCA	<u>20%</u>
	100



GRADING SCHEDULE:

Grades will be determined as follows:

Superior Achievement	A (4.0)	93-100	Attention Students! * You are responsible for your grades and are encouraged to question every aspect of your grade and/or performance throughout the course of the semester.
Great Performance	A- (3.67)	90-92.9	
Very Good Work	B+ (3.33)	86-89.9	
Good Work	B (3.0)	80-85.9	
Above Average	C+ (2.33)	76-79.9	
Average Performance	C (2.0)	70-75.9	
Below Average	D (1.0)	60-69.9	
Failure	F (0.0)	59.9 & below	

DEFINITION OF ASSIGNMENTS: Your work is a reflection of your commitment to this learning adventure and you are all capable of great things! Take pride in your work, but most of all take the time to have fun and enjoy challenging yourself. All exercises must be typed, proofread, and delivered on or before the due date. Delivery may be posted to the designated forum on blackboard or via e-mail attachment as a Word document. *Please use a left justified header with your name, exercise name, course #, and date unless otherwise specified.*

- ◆ **EXERCISES:** In an effort to enhance your understanding of the components included in marketing, be prepared to use writing to explore your reactions to both contemplated and learned materials. You will be reacting to scenarios, as well as to peer-work. You will use writing to explore your thinking, feeling, and learning. These informal, exercises will also serve as formative assessments (identifying the areas that you and I can take action on to improve both instruction and learning) for our class.
- ◆ **MARKETING BUZZ WITH DR. D.:** As a value-add to build on our class discussions, you will contribute to our learning environment by sharing interesting, effective, ineffective, and stimulating “buzz” pertaining to each chapter of our marketing text. You will share personal and professional reactions to your findings as well as those discussed in class. Your goal is to watch the news, listen to the radio, read relevant journals and/or magazines, and surf the web for the latest and greatest MKTG buzz. **Relevant buzz is due for each chapter covered in class.** *Hint: set a Google alert for relevant buzzwords!*
 - Record an Aha! Moment on each *piece of buzz* you share using progressive critical examination as your learning increases. Start a folder (that will be reviewed at varying (and random) points of the semester) containing all of the articles and findings shared each week. **Please bring to each class for discussion.**
- ◆ **EXAMS:** The non-cumulative, in-class, session-long, electronic examinations are a combination of multiple-choice (specific terminology recognition, knowledge, and application) and essay (application, analysis, and synthesis). Test questions will be derived from the text and lectures. Tests are intended to ensure that students have grasped the fundamentals of marketing and are ready to build on that knowledge. Thus, ***you need to be present in class*** to benefit from the knowledge shared both from lectures and from your peers! Some of the richest discussions will be those shared among classmates; your discussions to the class as a whole are encouraged.



- ◆ **MARKETING INTERNSHIP: Congratulations ~ you have been hired!** In order to holistically develop your skills as a student learner and aspiring professional, it is imperative that your experiences extend beyond the classroom.
 - **TASK.** You will be working with the Bethlehem YMCA from January through May 2011 in partial fulfillment of this course. Each student is responsible for completing all hours associated with your assigned role. In an effort to fully enhance your experience, a **minimum of 6 visits** must be logged over the course of the semester and you may not do all of your time in just a few visits. You will be required to work with the YMCA for the *entire semester as alternative options are not permitted.*
 - **ROLE AND AUDIENCE.** Based on our learnings in class, students will be asked to explore MKTG concepts in action in this real-world applied learning experience. The Bethlehem YMCA will be an environment that enhances your knowledge while developing critical thinking skills that will drive the development and employment of your assigned role.
 - **FORMAT OF AD-HOC PRESENTATIONS.** You will be asked to give impromptu presentations of your experiences throughout the semester. Our goal is to create an independent, peer-supported learning environment for sharing struggles and insights, heights and depths, and learning through our mutual adventure. Please be prepared to present your experience(s) with your fellow colleagues as they relate to our learnings in this class.
 - **EXPECTATIONS ABOUT THE PROCESS.** Did you know that **learning is a process**? “If the process is sound, the product will take care of itself” (W. Zinsser). The final presentation will be a reflective piece that communicates your exploration of your role using a MKTG lens – this means you are to weave the learned MKTG concepts throughout your work. Using resources such as the required text, class lectures, articles shared by peers, observations, and/or interviews, this presentation will be no less than 20 minutes in length. The presentation shall be well prepared and professionally developed; you will be presenting to both YMCA employees & Dr. D.
PLEASE WEAR PROFESSIONAL ATTIRE FOR FINAL PRESENTATIONS ☺
 - **CRITERIA FOR EVALUATION.** The final product will be graded holistically with a single letter grade, as per the grading schedule listed in this syllabus. An ‘A’ final project meets all the criteria for this assignment. The student(s) will show an understanding of the key concepts learned in this class by synthesizing what has been learned in class with the marketing internship. The final presentation will be organized, fully developed and will be free of ambiguity, grammatical and mechanical errors. The final presentation will be a professional communication to the class of your semester long experience.

The marketing internship is the culmination of your learning, thinking, problem solving, and executions. The experience *should be* exciting, frustrating, fun, difficult, and an excellent learning adventure.

***The marketing internship project is a perfect candidate for inclusion in your learning portfolio.*

ASSESSMENTS: In addition to summative assessment tools, (exams, exercises, which include blackboard assignments, completed projects, and completed presentations) we also will be engaging in formative assessment techniques (identifying the areas that you and I can take action on to improve both instruction and learning). **Together**, you and I will share responsibility for creating and maintaining a supportive, exciting learning environment in our classroom!



The marketing internship, discussions, exercises, and presentations are opportunities for you to enhance your conceptual and practical skills. They are also opportunities to develop and enhance your written and oral communication skills. You will participate in workshops and peer-group meetings to evaluate and revise assignments and develop strategy. Both the exercises and the marketing internship will require out-of-class meetings.

- ❖ Please use a word processor program for all assignments and keep your personal copy on file. All members of this class should have a personal copy of all individual and team-based assignments for their portfolio.

RESOURCES:

1. Library Materials include (but are not limited to):

<i>Harvard Management Update</i>	<i>Journal of Marketing Research</i>
<i>Journal of managerial issues</i>	<i>Journal of ethics</i>
<i>Academy of marketing science review</i>	<i>Wall Street Journal</i>
<i>American Marketing Journal</i>	<i>New York Times</i>
<i>Journal of business and management</i>	<i>Journal of business ethics</i>
<i>International Journal of Marketing Studies</i>	<i>B2B Marketing Magazine</i>
<i>Journal of International Marketing</i>	<i>Journal of strategic marketing</i>
<i>Journal of management and marketing issues</i>	<i>Marketing Business Weekly</i>

- Most of the listed journals are not available in hard copy in the Reeves Library but are available on-line or through inter-library loan. The Reeves Library Web site can be accessed at <http://home.moravian.edu/public/reeves/>. EbscoHost and Lexis-Nexis are excellent resources and bibliographic instruction is available upon request.
2. WEB MATERIALS: Resources are included in each chapter of your textbook as well as additional resources, such as quizzes, flash cards, games, videos and an eBook, on the text web site. The URL for our text is: www.4ltrpress.cengage.com (Hint: bookmark address)
 3. The MORAVIAN COLLEGE WRITING CENTER is an excellent resource. The Writing Center is located on the 2nd floor of Zinzendorf and the phone number is 610.861.1592. Become a regular visitor to the writing center, as it is a great tool readily available to you!
 4. The MORAVIAN OFFICE OF LEARNING SERVICES is another great resource available to ALL students; the center exists so that any student (not just those who are struggling) can work with a learning support professional in order to improve his/her academic performance. A series of support workshops that focus on many academic skills and strategies useful for students at any stage in their academic career are offered. This office also supports students who wish to request accommodations in this class for a documented disability. Please reach out to Mr. Joseph Kempfer at 610.861.1510 or stop by the office at 1307 Main St.
 5. The MORAVIAN CAREER CENTER is a fabulous resource to you, as a student of Moravian College. Please take the opportunity to visit the Career Center at 1305 Main St. or on the web at: <http://home.moravian.edu/public/career/>.



6. **I AM ONE OF YOUR RESOURCES** so please contact me at any time to arrange a personal or telephone conference. PLEASE SEE ME AS SOON AS POSSIBLE IF YOU ARE HAVING ANY DIFFICULTIES AND OF COURSE TO SHARE AHA! MOMENTS. **QUESTIONS ARE ENCOURAGED** 😊

MIDDLE STATES ASSOCIATION OF COLLEGES AND SECONDARY SCHOOLS ACCREDITATION:

The Middle States Commission on Higher Education accredits Moravian College based on an evaluation of the school as a whole rather than on just one program; this designation acknowledges our commitment to educational excellence.

STATEMENT ON ACADEMIC INTEGRITY: Moravian College exists to educate our students. Since Moravian is a community whose purpose is the pursuit of knowledge and holistic development, the entire campus is committed to the principles of academic integrity and honesty.

In our class, academic integrity is the responsibility of everyone – students and teacher. We are responsible for honest effort in the pursuit of knowledge. In taking this class you are responsible for attending class, being alert in class, completing all assignments to the best of your ability, contributing to a nurturing learning environment both in and out of class, and researching and studying with the spirit of discovery and competence building. I am your resource person in this endeavor and I am always willing to work with you.

CLASSROOM ETHICS: We are all expected to respect the learning environment of others; supportive, constructive comments are encouraged and humor is welcome. Harassment, cheating¹, plagiarism², and other similar behaviors will not be tolerated. Anyone who engages in such behavior may be removed from the class and earn a grade of 0 for the course.

¹ In this class, cheating is defined as intentionally using or attempting to use the words, ideas, or answers of another student, using unauthorized materials in any academic exercise, or making choices driven by dishonest motives. Please protect your work from unauthorized use.

² In this class, plagiarism is using the words or ideas of another without clearly acknowledging the source of that information. To avoid plagiarism, you must give credit or give a citation whenever you use another person's idea, opinion, or theory or use facts, statistics, graphs, drawings, and/or quotations.

CELLULAR PHONE AND PAGER POLICY: To provide an optimum environment for learning, all cellular phones and pagers must be kept on silent alert (vibration or visible flash) while in the classroom. Any calls must be answered outside the classroom. Please refrain from text messaging, checking email or searching the web during class time. **Additionally, cell phones are to be off your desks while taking exams.**

INCLEMENT WEATHER POLICY: In hazardous weather conditions, the College may be closed and classes cancelled, or the college may opt to run on a two-hour delayed schedule (see below). The decision to close or delay the opening of classes will be announced on the inclement weather hotline, 610 625-7995, and will be communicated on the following radio and TV stations: WLEV-FM 100.7, WAEB-FM 104.1, WAEB-AM 790, WCTO-FM 96.1, WRFY-FM 102.5, WBYN-FM 107.5, WODE-AM 99.9, WWYY-FM 107.1, WKFB-FM 107.5, WSBG-FM 93.5, WZZO-FM 95.1, and WFMZ-TV (Channel 69).

These closings or delays will also appear at the top of the login page on the College's internet portal AMOS (amos.moravian.edu) as well as the College's website (www.moravian.edu <<http://www.moravian.edu/>>). College-wide cancellations *after the start of the class day* will be announced on the public-address system of the HUB, the campus e-mail system, the radio and TV stations mentioned above, and AMOS and the College's website.



TWO-HOUR DELAY: If the decision has been made to open with a two-hour delay, the day does not begin with third-period classes; it begins with first-period classes on a shortened schedule. When following the delayed schedule, please note that there will be no "A" or "B" periods. A 2-hour delay does not affect courses, which begin at 4PM or later. Those courses would run on their normal schedule, if the college is open. Morning and afternoon science labs and studio art classes have their own schedule. Music lessons and practice are cancelled for the day when the delayed schedule is in effect. The class schedule in these circumstances is as follows:

	NORMAL START TIME	2-HOUR DELAY BEGINS	2-HOUR DELAY ENDS
1st Period	7:30 (7:50 or 8:30) a.m.	10:00 a.m.	10:40 a.m.
2nd Period	8:50 a.m.	11:00 a.m.	11:40 a.m.
3rd Period	10:20 (or 10:00) a.m.	12:00 p.m.	12:40 p.m.
4th Period	11:45 a.m.	1:00 p.m.	1:40 p.m.
5th Period	1:10 (or 12:30) p.m.	2:00 p.m.	2:40 p.m.
6th Period	2:35 p.m.	3:00 p.m.	3:40 p.m.



JUST HELPING YOU USE YOUR RESOURCES ☺

Career Center Important Dates Spring 2011

“How to Work a Career Fair” Lunch & Learn: 02/01/11 from 11:45-12:30 in PPHAC

This presentation, given by Joe Hernandez of Mars Chocolate, will prepare you for any and all career fairs you may be attending. Please feel free to bring your lunch.

Resume Marathon: 02/03/11 from 9:00am-3:00pm in Career Center, 1305 Main Street

No need for an appointment today! Drop by any time between 9 & 3 for an on the spot resume critique and approval for Career Hound postings.

How to Land a Job in a Tough Market-START EARLY!: 02/10/11 at 11:45am in PPHAC

Learn successful strategies for navigating through the toughest job market in over 25 years. YES, there are jobs out there and you don't have to go it alone! We offer concrete steps to take so you get off on the right foot. Perfect time to activate your required Career Hound account!

“A Day in the Life of a Financial Planner”: 02/15/11 from 11:45-12:30 in PPHAC 117

Jackie & Jon Kozakis of Northwestern Mutual Financial Network will discuss opportunities within NMFN as well as what it is to be a Financial Planner. Please feel free to bring your lunch.

2010 LV Collegiate Career Expo: 02/16/11 from 12-4:30pm at Holiday Inn Fogelsville

Bring your newly updated resume and your professional, can do attitude and join over 100 employers at the annual LVCCE. If you're searching for an internship or a professional position, this is the right place for you. There will be something for every major on campus, so mark your calendar and make plans to attend! Contact the Career Center for directions and more information. Visit www.lvcce.org to check out attending companies.

Graduate & Professional School Information Session: 02/24/11 at 11:45am in PPHAC

Attend this event to get information on determining your next steps as you search for graduate and professional schools. We'll walk you through how to figure out what is the right school for you, how to apply, how to pay for school and writing the perfect personal statement!

John Hopkins University's Center for Talented Youth: 03/02/11 from 11-12 in PPHAC

Come to learn more about the opportunities that are available on-campus during the summer through the John Hopkins Center for Talented Youth. Please feel free to bring your lunch.

Mock Interview Day: 03/25/11 from 9:00am-3:00pm at Career Center, 1305 Main St.

Need to polish those interview skills? Participate in a mock interview with an industry professional and get valuable feedback as you prepare to start the internship/job search. Pre-registration is required, is March 15th by calling The Career Center at 610-861-1509.

Resume Marathon: 04/07/11 from 9:00am-3:00pm at Career Center, 1305 Main Street

No need for an appointment! Drop by for resume critique & approval for Career Hound postings.

Better Late Than Never Workshop for Seniors: 04/14/11 at 11:30am in PPHAC





Still worried about entering this uncertain job market? Come to this last chance workshop to learn what you can do as you leave Moravian and conduct your job search. What will get someone to read your resume? How to network and how can I use LinkedIn?



TENTATIVE CLASS SCHEDULE



(SUBJECT TO CHANGE)

NOTE: PLEASE COME PREPARED FOR *MKTG BUZZ WITH DR D.* IN EACH CLASS MEETING, AS EACH DAY WE SPEND TOGETHER BEGINS WITH YOU!

MEETING DATE	TOPIC	READINGS & ASSIGNMENTS
JANUARY 18	Introductions	Enroll in blackboard & answer “who you are”
	An Overview of Marketing	Chapter 1
20	Marketing <i>Intro to marketing internship</i>	Chapter 1 <i>YMCA GUEST SPEAKERS: MS. ANDREA GOFF, SR. PROGRAM DIR. & MS. VANESSA REX, AQUATIC DIR.</i>
25	Strategic Planning for Competitive Advantage	Chapter 2
27	Ethics & Social Responsibility	Chapter 3
FEBRUARY 1	The Marketing Environment	Chapter 4
3	Developing a Global Vision	Chapter 5
8	Consumer Decision Making	Chapter 6
10	Business Marketing	Chapter 7
15	Segmenting and Targeting Markets	Chapter 8
17	Marketing Research	Chapter 9
22	Activity	<i>Study! Study! Study!</i> And have some fun too...
MARCH 1	EXAM #1 	Chapter(s) 1-9
3	Product Concepts	Chapter 10
5-13	Spring Recess	REJUVENATION WEEK  
15	Developing & Managing Products	Chapter 11
17 HAPPY ST. PATRICK’S DAY! 	Services & Nonprofit Organization Marketing	Chapter 12
22	Marketing Channels	Chapter 13
24	Activity	Workshop
29	Supply Chain Management	Chapter 14



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31	Retailing	Chapter 15
APRIL 5	Integrated Marketing Communications	Chapter 16
7	Advertising & PR	Chapter 18
12	Sales Promo & Personal Selling	Chapter 15
14	Pricing	Chapter 19 & 20
Saturday 16	HEALTHY KIDS DAY EVENT	All interns on this project MUST be present 😊
19	EXAM #2 	Chapter(s) 10 - 21
21	PRESENTATIONS	
26	PRESENTATIONS	
28	PRESENTATIONS	
Saturday 30	OUTDOOR EXPO	All interns on this project MUST be present 😊
MAY 3	Final Exams	Final Projects Due
5	Final Exams	Final Projects Due
14 	Commencement	Best wishes to our seniors!

PLEASE NOTE THAT THE CONTENTS OF THIS SYLLABUS ARE SUBJECT TO CHANGE.

Ushindi Kujiamini Timu Oyee” * Faith within Yourself Completes the Victory