

MORAVIAN COLLEGE
MARKETING MANAGEMENT
MGMT 251A

Fall, 2011
PPHAC 102
T/R: 10:20 – 11:30 a.m.

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Office Hrs: M 1:00 – 2:00 p.m.
 W 10:30 – 11:30 a.m.
 Tu/Th: 3:00 – 4:00 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 (2012). *MKTG6*. South-Western

Kaskowitz (2010). *Brand It Like Barack! How Barack Obama sold himself to America and what you can learn from this*. Dog Ear Publishing.

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.

Blackboard will be used throughout this course as a means of communication and disseminating information to you. Please register as soon as possible. The passcode is "marketing."

COURSE REQUIREMENTS:

The course requirements are as follows:

1. **Exams** – Two exams will be required. These exams 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 on-line quiz examples 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. **Chapter quizzes**. Each student will complete five (5) online quizzes corresponding to current reading assignment. The quizzes will consist of ten M/C items and each will be made available on Blackboard the week it is due. All quizzes must be completed and submitted by 12:00 p.m. of the Sunday of the week that it is due (see schedule). *Late quizzes will NOT be accepted*. Students **MAY use their books and/or notes** to take the quiz, but **MAY NOT use any other person** in any way when taking the quiz. You will have twenty minutes to complete the quiz and will only have ONE attempt at it, so please do not attempt the quiz until you are prepared. Each quiz is worth 10 points.
3. **Final Examination**: An optional comprehensive final examination will be administered on selected topics from throughout the course. The lowest score of the three exam scores (i.e., the two midterms and the final) will be dropped. If you miss one of the two in-class exams you **MUST** take the final. The date for the final is noted on the schedule.
4. **Personal Branding Project**: Each student will complete a set of exercises designed to help you elicit your personal value proposition and appropriate

audience. This project will consist of several steps that will be discussed throughout the semester, each designed to help you better understand your unique value and how you can position that for personal or career success. To this end, students are expected to maintain a separate notebook for this project that will be turned in and reviewed by the instructor at various checkpoints throughout the semester.

5. **Marketing Pitch:** Students will be formed into six (6) teams. Each team 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. At the end of the semester:
 - a. Paper: Teams will then write a 1500 word paper discussing the key elements of the plan.
 - b. Sample commercial: During the last class session, each 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” discussing the chosen plans. As part of this 4-minute presentation, each team will be expected to submit a 60-second advertisement that represents the ideas discussed in their paper and the pitch. ***Special Note:** Each team will submit the commercial to the instructor via CD or DVD. If you wish to use Moravian College resources (i.e., the tech center) be aware that you will need to make reservations for equipment well in advance of the due date of the final project. Namely, **DO NOT WAIT** until the last two weeks of class to start this project. You will most likely fail if you do.*

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 and in-class activities 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.

GRADING:

The final course grade will be determined as follows:

In-class exams (2 @ 100 pts each)-----	200 pts
Quizzes (5 at 20 pts each)-----	100 pts
Optional Final Examination-----	(100 pts)
Personal Branding Project-----	75 pts
Marketing Pitch-----	100 pts
Class Participation and effort-----	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 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 text and 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. The quizzes and exams in this course **WILL BE** challenging. 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.

In general, you can expect that I will grade essays and other non-quiz work according to the following schedule:

- A Superior (wow! I wish I had said that)
- A- Outstanding (I would probably hire you)
- B+ Very good (you really know your stuff)
- B Good (way to go, better than most)
- B- Better than average (pretty good, could use some work, but pretty good)
- C+ Above average (better than your typical answer)
- C Average (okay, a typical student answer,...but is that all you really have to say?)
- C- Below average (really now, you could put some more thought into it)
- D Poor (It doesn't appear that you're really trying or you totally missed the point)
- F Failure (To be truthful, you should probably not consider Marketing as a career)

If you want a high grade in this class you must show consistent, thoughtful and well-explained work. Just doing the minimal assignment or providing a minimal answer will get you a C at best.

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.

Students with Disabilities:

Students who wish to request accommodations in this class for a disability should contact Elaine Mara, assistant director of learning services for academic and disability support at 1307 Main Street, or by calling 610-861-1510. Accommodations cannot be provided until authorization is received from the Academic Support Center.

COURSE ASSIGNMENTS AND SCHEDULE*:

Date	Topic	Reading Due	Assignment Due
8/28/12	Course Intro – Mktg Overview	Lamb 1	
8/30/12	Mktg Environment/planning/ethics	Lamb 2,3,4	
9/04/12	“	“	Quiz #1 due Sunday
9/06/12	“	“	
9/11/12	“		
9/13/12	College Convocation		
9/18/12	CB/Business and Segmentation	Lamb 5, 6, 7, 8	
9/20/12	“	“	
9/25/12	“	“	Quiz #2 due Sunday
9/27/12	“	“	
10/02/12	Marketing Research	Lamb 9	
10/04/12	Exam 1		Exam 1
10/09/12	Fall Break		
10/11/12	Branding	Kaskowitz 1-7	
10/16/12		Kaskowitz 11-20	Project teams and approved organizations
10/18/12	Product Decisions	Lamb 10, 11, 12	
10/23/12	“	“	Quiz #3 due Sunday
10/25/12	Distribution Decisions	Lamb 12, 14, 15	
10/30/12	“	“	
11/01/12	Promotion & Advertising	Lamb 16, 17	
11/06/12	“	“	Quiz #4 due Sunday
11/08/12	Personal Sales	Lamb 18	Personal Branding Project Due
11/13/12	Pricing Decisions	Lamb 19, 20	
11/15/12	“	“	
11/20/12	Exam 2		Exam 2
11/22/12	Thanksgiving		
11/27/12	<i>Student Presentations</i>		Project papers due
11/29/12	<i>Student Presentations</i>		Quiz #5 due Sunday
12/04/12	CRM/Relationship marketing/Social Media	Lamb 21, 22	
12/06/12	“	“	
12/14/12	Final Exam 1:30 p.m.		

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