

MGMT 251CG/PM: Marketing Management

Syllabus – Fall 2015

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The following sub-sections are contained in this syllabus: course description, learning objectives, expected outcomes, course expectations, accommodations, required materials, research guidelines, grading policies assignments overview and schedule.

Course Description

The role of marketing activities in management of an organization. Emphasis on application of marketing principles to design and implement effective programs for marketing products and services to consumers and industrial users. Market analysis and buyer behavior in the development of appropriate product, pricing, distribution, and promotional strategies.

Prerequisite: Economics 152 or permission of instructor.

Learning Objectives

1. Expose students to classic and emerging theories and practices related to the marketing environment, mix and contemporary challenges in marketing management.
2. Create opportunities for students to apply course theory and learning through research, critical thinking, writing and presenting.
3. Reinforce the importance of global, quality, diversity and ethical perspectives in marketing management.

Expected Outcomes

1. Knowledge of the most important and relevant terms, concepts, processes and competencies necessary to effectively understand and manage the marketing function for a business and not-for-profit organization.
2. Awareness of emerging trends, theories and examples of business policy and strategy.
3. Enhanced ability to think critically and creatively, conduct research, develop and give presentations, and work in peer groups.

Course Expectations

1. PREPARATION:
 - a. Read all assigned readings.
 - b. Identify a relevant, current business news story, along with its source, for class discussion
2. CLASS SESSIONS:
 - a. Be on time, and stay for the entire class.
 - b. Proactively participate in all classes (be emotionally, psychologically and socially present).
 - c. All electronic communication, entertainment and information devices such as cell phones, tablets, iPods, laptops and pagers must be turned off or silenced during class (unless there is a family member health issue); refrain from sending/receiving/reading text messages and emails during class sessions

- d. You have a right to use a laptop/tablet to take notes during class. With that right, comes the responsibility to use it appropriately. Students who surf the Internet, IM or engage in activities other than note-taking will lose their right to take notes electronically

3. ATTENDANCE POLICIES:

- a. Attend all classes (be physically present).
- b. Each student has one Free Pass (one permissible absence) to use at their discretion; notify the professor by email before using a Free Pass; Free Passes may not be used during any scheduled exams or final presentations, or when you have an individual presentation or assignment due.
- c. Excused absences are at the discretion of the professor and are typically granted for serious illness, a medical or family emergency; a scheduled athletic game/match/artistic performance, a professional obligation; notify the professor by email beforehand; or, in the case of emergency, an email or phone call as soon as possible is acceptable.
- d. **IMPORTANT:** *if you need to take an excused absence, it is advisable that you do not also take advantage of your Free Pass. Missing more than one class session in a one meeting per week class significantly hinders your ability to do well in the course and to be a supportive team and class member.*
- e. Any student who misses a class session for any reason is responsible for preparing readings, obtaining discussion notes and handouts and completing and submitting (on time) assignments for the session missed

4. ASSIGNMENTS:

- a. No assignments – presentations, papers, case studies - will be accepted late. It is your responsibility to confirm (Semester Schedule and Assignment Rosters – found on Blackboard) when your assignments are due. When in doubt, ask the professor.
- b. Grammar and spelling count – proof your work.
- c. Use APA (revised 6th edition) for citing all research done for written and presentation assignments.
 - i. Use only author/year: Author (year) or (Author, year); if multiple sources are cited for the same point: (Author 1, year; Author 2, year)
 - ii. No footnotes, no endnotes (no MLA) accepted
 - iii. Listing of research cited at the end is called “References” (not Work Cited)
 - iv. For a source to be listed, it must be cited in the paper or presentation document; and, If a source is cited in the paper or presentation document, it must be listed under References
- d. Conserve resources as much as possible – no title pages, no binders or fancy covers, 2-sided printing, staples instead of paper clips.

5. EMAIL:

- a. Email is best used to communicate absences, being late, request an appointment or express a concern; questions about course material, tests, or assignments usually are best handled through an in-person meeting or phone call

6. IMPORTANT NOTES:

- a. It is within the Instructor's purview to apply qualitative judgment in determining grades for an assignment or for a course
- b. This syllabus is my best effort at presenting a definitive statement on the course's policies, assignments and schedule; however, circumstances may arise that necessitate changes; if this occurs, students will be given as much advanced notice as possible.
- c. Accommodations: Students who wish to request accommodations in this class for a disability should contact Dr. Laurie Roth, director of academic and disability support located in the first floor of Monocacy Hall, or by calling 610-861-1401. Accommodations cannot be provided until authorization is received from the Academic Support Center.

Required Materials

Required Course Textbook:



MKTG, 9th Edition

Charles W. Lamb; Joe F. Hair; Carl McDaniel

ISBN-10: 1-285-86016-0

ISBN-13: 978-1-285-86016-9

Required Reference:

Publication Manual of the American Psychological Association, 6th edition, 2009 (corrected version of this edition should be referenced and is found in our Blackboard coursesite). This reference is essential in preparing all written assignments for this course, and should be helpful in preparing assignments for other courses as well.

Quick Guide Link:  [APA QuickGuide by Reeves Library](#) (15.735 KB)

APA Info Link: <http://www.psywww.com/resource/apacrib.htm>

Additional APA Link: <http://owl.english.purdue.edu/owl/resource/560/01/>

[Note: You may need to click the above links twice, because of security, to open in a new window]

Research Guidelines

It is important that classroom and textbook learning are augmented by **outside sources**. **Outside sources** are literature, data and information that has been obtained or developed by credible, quality practitioner, professional or academic publication sources AND not already being used in the course (i.e. the textbook are articles assigned for class).

The Internet is an excellent tool for identifying and acquiring research effectively and efficiently. It can save time and connect you with quality sources of literature and information. However, websites sponsored by organizations or individuals normally have little credibility or value in providing literature or information about anything other than the sponsoring individual or organization. The exception is if the website contains data from professional research studies or projects sponsored by the website owner, in which case it will be clear that the information is research rather than opinion or propaganda.

All research that students do needs to be cited according to the 2009 (6th edition) of the APA Publication Manual as revised.

Important Note: The research you consult should be listed as citations for References. Unlike citations for Bibliographies that may permit all consulted sources, References include only those sources you **have actually used**. Citations are listed in a References list at the end of a written work or paper in alphabetical order, with the second line of text indented. Citations listed in the text of your work are listed as (last name and year) e.g. (Smith, 2005) or last name (year) e.g. Ramirez (2005).

Sample Citation

Sample APA citation format for the articles in the Article Reading sections of this course website, when you cite them in any assignments:

Osborne, R. (1995). Company with a soul. *Industry Week/IW*, 244(9), 20-26. Retrieved [insert today's date without brackets], from Business Source Elite database.

Grading Policies

Measurement & Grading:

| | |
|---------------------------------------------------|------|
| Quizzes (individual, online) | 25% |
| Greatest Marketing S/F (individual, presentation) | 25% |
| Team Pitch (team, presentation) | 30% |
| Total Quality Participation | 20% |
| TOTAL | 100% |

Numerical & Corresponding Letter Grades:

93 and above - A [Distinguished performance]

Exceptional performance in all aspects of the course; highest level of learning, effort and participation are consistently demonstrated

90 - 92 - A-

86 - 89 - B+ [Very Good]

High levels of learning, effort and participation are often demonstrated

80 -85 - B [Good]

Sound performance in all aspects of the course

76 - 79 - C+

70 - 75 - C [Average Performance]

Acceptable level of learning, effort and participation are frequently demonstrated

65 - 69 - D [Marginal Performance]

Low or inconsistent levels of learning for most course topics; however, effort and/or participation is demonstrated consistently

64 and below - F

Little or no evidence of an acceptable level of learning, or effort

Academic Honesty:

Integrity and honesty are qualities considered to be the "norm" among students. However, any students who choose to deviate from that "norm," risk automatic failure in the course.

Assignments Overview

The following Assignments are required for this course:

- Quizzes – 25%
- GMSF Presentation (individual, presentation) – 25%
- Pitch Presentation (team, presentation) - 30%
- Total Quality Participation - 20%

Assignments/Grading

Greatest Marketing Successes or Failures (GMSF) Presentation (25% of final grade)

Each student will research and present, in 5 minutes, an example of a marketing success or failure.

The presentation will be formatted and organized as follows:

- Company or Not-for-Profit Organization
- Success or Failure
- Background, Why? (a success or failure)
- What They Did Right or Wrong?
- What I Learned from their Success/Failure

Outside research (cited in APA) is required with a minimum of 6 sources – journal articles, books and other credible sources (if there is any doubt, consult with the professor). This helps to substantiate the information that you present.

Quizzes (25% of final grade)

Each student will take 11 quizzes found in the Cengage website associated with this course. You are permitted 2 attempts, with only the higher score retained. One quiz at your discretion is “dropped and ten quizzes are ultimately counted toward your final grade.

Pitch Presentation (30% of final grade)

Each student will participate in a team-based, end-of-semester project. This project is considered the final exam for the course – all students must attend, and not Free Passes may be used during the session(s) in which these presentations are given.

The purpose is to “pitch” a strategy, product, campaign or enhancement to an appropriate “audience” (i.e. client, ad agency principal, not-for-profit board of directors). Broad topic choices are: Advertising, Branding, Cause-Related Marketing, New Product Development, or Sales Management. There will only be one team for each topic. You are encouraged to be

creative, taking advantage of a variety of media and technology, including building prototypes or models, sample ads and promotions, and marketing or sale program ideas.

The presentation will be formatted and organized as follows:

- Topic (one of the five listed above)
- Specific Project
- Targeted Audience (for the “pitch”)
- Project Objective & Need
- Project Background/Context
- Project Plan and Details (includes samples, prototypes, evaluation plan, etc.)
- Anticipated Benefits/Returns

Outside research (cited in APA) is required with a minimum of 15 sources – journal articles, books and other credible sources (if there is any doubt, consult with the professor). This helps to substantiate the relevance, quality and effectiveness of the pitch that you present.

Class Participation (20% of final grade)

As outlined in the Expectations section of this syllabus, you are expected to attend all classes, come to class prepared and on time and participate as much as possible in all class sessions. All of these factors are considered in calculating your participation grade, which is 20% of your final course grade. (NOTE: Using your Free Pass does not count against your participation grade; only additional, un-excused absences count against this portion of your final grade.)

Weekly News Update

For each class session, students should be prepared to present a news item relevant to the course. You may use the following sources: NPR Radio; KYW Newsradio; Daily Show, Colbert Report, CNBC, CNN; ABC, CBS, NBC and Fox News; Time, Newsweek and Atlantic Monthly; New York Times, Washington Post, Los Angeles Times, Wall Street Journal and The Morning Call. You must cite your source, but no written paper is required. A roster of possible topics can be found on our Blackboard coursesite.

MGMT 251CG MARKETING MANAGEMENT SCHEDULE

FALL 2015

| Week | Date | Topic | Readings | Assignments Due | Notes |
|-------------|-------------|--------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|--------------|
| 1 | 9/03 | Course Overview Part I: World of Marketing Overview of Marketing | Chapter 1 | | |
| 2 | 9/10 | Strategic planning Ethics & social responsibility | Chapter 2: Topics 2-7 thru 2-11 Chapter 3: Topic 3-6 | Quiz #1: Wed, Sept 9 | |
| 3 | 9/17 | Marketing environment Global vision | Chapter 4 Chapter 5: Topic 5-6 | Quiz #2: Wed, Sept 16 Greatest Marketing Success or Failure (GMSF) Presentation Group #1 - Global | |
| 4 | 9/24 | Part II: Analyzing Market Opportunities Consumer decision making Business marketing | Chapter 6 Chapter 7: Topic 7-1; 7-6 | Quiz #3: Wed, Sept 23 GMSF Group #2 - Consumer | |
| 5 | 10/01 | Segmenting and targeting markets Marketing research | Chapter 8 Chapter 9: Topic 9-1 | Quiz #4: Wed, Sept 30 GMSF Group #3 - Targeting | |
| 6 | 10/08 | Part III: Product Decisions Product concepts Developing and managing products | Chapter 10 Chapter 11 | Quiz #5: Wed, Oct 7 GMSF Group #4 - New product | |
| 7 | 10/15 | Services & not-for-profit organization marketing Part IV: Distribution Decisions Supply chain management | Chapter 12 Chapter 13 | Quiz #6: Wed, Oct 14 GMSF Group #5 - Not- for-Profit | |
| 8 | 10/22 | Marketing channels Retailing | Chapter 14 Chapter 15 | Quiz #7: Wed, Oct 21 GMSF Group #6 - Retail | |

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| Week | Date | Topic | Readings | Assignments Due | Notes |
|-------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|-------------------------------------------------------------|--------------|
| 9 | 10/29 | Part V: Promotion & Communication Strategies Marketing communications Advertising, public relations and sales promotion | Chapter 16 Chapter 17 | Quiz #8: Wed, Oct 28 GMSF Group #7 – Public relations | |
| 10 | 11/05 | Personal selling/sales management Social media and marketing | Chapter 18 Chapter 19 | Quiz #9: Wed, Nov 4 | |
| 11 | 11/12 | Part VI: Pricing Decisions Pricing concepts | Chapter 20 | Quiz #10: Wed, Nov 11 | |
| 12 | 11/19 | Team Pitch Presentation Planning Additional Topics – determined by the class | | Quiz #11: Wed, Nov 18 | |
| 13 | 11/26 | THANKSGIVING BREAK – NO CLASS | | | |
| 14 | 12/03 | Team Pitch Presentations | Advertising Branding Cause Marketing | | |
| 15 | 12/10 | Team Pitch Presentations | New product development Sales management | | |