

Moravian College Management of Marketing (MGMT 251) Draft Syllabus (19 January)

Spring, 2016 Tuesdays/Thursdays 8:55-10:05AM

Prof. Galen Godbey Room 205B Comenius Hall godbeyg@moravian.edu 610-704-4191(cell) or (610) 433-7826 (home) or 610-625-7867 (Moravian office)

Office Hours: Wednesdays, 4:30-6:30PM and by appointment

Course Description: MGMT 251 addresses the management of marketing activities in an organization. The course emphasizes the marketing principles that will permit you to prepare ethical and persuasive appeals to consumers and, in the non-profit sector, to donors. We will stress the connectedness of marketing to organizational vision/mission, culture, and brand – along with the organization’s budget, marketing is the place where organizational beliefs, and values are ultimately and directly revealed.

Course Objectives: Upon successful completion of this course, students should be able to:

1. Discuss marketing’s role in relation to organizational mission, strategy, culture, brand, and the process by which the organization creates value for the customer
2. Demonstrate understanding of the major concepts of modern marketing practice
3. Demonstrate understanding of strategic and tactical marketing techniques
4. Design ethical, customer-oriented marketing strategies that demonstrate the role of research and analysis in marketing and which also demonstrate command of “the 4 Ps” of marketing – product, price, placement, promotion
5. Apply marketing concepts to yourself—your long-term personal and vocational goals

Required Text: Tenney, Matt, Serve to be Great: Leadership Lessons from a Prison, a Monastery, and a Boardroom, Wiley, 2014 ISBN: 978-1-118-86846-1

Course Requirements and Grades: (requirements discussed at length on attached sheet)

This will be a student- led course in many respects, with each student giving three oral presentations. The professor will do little formal lecturing, but will comment as needed on the points made by student presenters, both to ensure that student discussion leaders are providing accurate information from the text or other sources, and to test your ability to engage with an interlocutor in a public situation.

Assignments include

1. Student oral presentations on effective marketing from news articles/advertisements (10%)
2. Exam on key terms and concepts (20%)
3. Quiz (7.5%)
4. Personal positioning project: Paper demonstrating that you can apply key marketing principles and concepts to your plans and goals for the future (15%)
5. Course Team project: Marketing plan for non- profit organization or small business (25%)
6. Wegman’s reconnaissance (10%)
7. Class Participation (7.5%)
8. Feedback for Team mates (5%)

If a student's score for a course grade is very close to a higher grade, I will check the student's class participation score again – if the student was a consistent and insightful participant in discussion, I am inclined to give him or her the higher grade. Also, I am open to discussing extra credit projects up until the end of the 1st week of November.

Course Policies:

Students are expected to attend all classes – discussion is the beating heart of liberal learning! Attendance will be taken each class.

You may bring drinks, but no food to class.

Make- up exams will be given only when you provide evidence of illness or athletic contest or some other valid reason for missing class.

Policies on academic honesty will be enforced. Refer to the student handbook for details on these policies. If you are having trouble in the course, please, please come see me. I am here to challenge you, but I am also here to help you succeed. Don't risk your good name by cheating.

Disability Support Services:

Students who wish to request accommodation in this class for a disability should contact the Academic Support Center, located in the lower level of Monocacy Hall, or by calling 610-861-1401 or emailing disabilitysupport@moravian.edu. Accommodations cannot be provided until authorization is received from the Academic Support Center.

If you have a different need or issue you wish to discuss with a professional, be in touch with Dr. Ron Kline in the Counseling Center, 1307 Main Street (610-861-1510). You can find more information in the Moravian College Student Handbook under "Academic Resources".

Course Schedule

19 and 21 January: Welcome and course overview; review draft syllabus and assignments; form teams for course project; form pairs of presenters and identify dates for student presentations on examples of good/bad marketing from media; Review course assignments in detail; Diagnostic quiz and discussion on some important attitudes; Professor leads discussion on what Aristotle knew about marketing 2,000 years ago; Professor leads discussion on globalization's impact on marketing and the creation of organizational brand;

26 and 28 January: Read Forward, Introduction, and Part 1 of Tenney; Professor leads discussion on globalization's impact on marketing and the creation of organizational brand loyalty; Professor lectures on the 4 Ps of marketing – product, price, placement, promotion; Professor introduces SWOT Analysis; Professor leads discussion on pp. xv-26 of Tenney; teams meet to identify organization for team project

2 and 4 February: Professor leads discussion on pp. 29-56 of Tenney; Professor distributes and discusses key terms for course (Professor will spend a little time in each class period going over key terms); students present on ads; teams meet to plan project and Wegman's assignment

9 and 11 February: Professor leads discussion of pp. 57-88 of Tenney; students present on ads; teams meet; written progress report on personal positioning plan due; Quiz on course to date; Students make excursion to Wegman's

16 and 18 February: Professor leads discussion on pp. 89-109 of Tenney; students present on ads; teams meet; Quiz and progress reports on personal positioning plan returned; written progress report for team course project due

23 and 25 February: Professor leads discussion on remainder of Tenney; Team meetings on Wegman's presentations

1 and 3 March: Teams present on Wegman's; Teams work on course project

Week of 7 March: Spring Break – no classes

15 and 17 March: Team meetings; prepare for exam

22 and 24 March: Exam on key marketing concepts and terms; Teams meet; second written progress reports due on both team course projects and personal positioning projects

29 and 31 March: Exams returned; teams meet

5 and 7 April: Final team meetings

12 and 14 April: Oral presentations on course project (teams 1 and 2)

19 and 21 April: Oral presentations on course project (teams 3 and 4)

26 and 28 April (Last Class); Oral presentations on course project (teams 5 and 6); Summary observations; feedback re: team mates due

2 May: Personal positioning paper due by 11PM via email

3 May: Written course project due by 11PM via email

Happy Summer!