

SYLLABUS: MKTG 500 Online, Fall 2012 (12925)

Course Begins: Monday, August 27 2012

Students have access: Friday, August 24 at noon CT

Course Ends: December 15, 2012

Location: <https://blackboard.uic.edu>

Instructor: Cindy Atchley

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Online Office Hours: By Appointment

Additional information located on Course Information page

Objectives

- * To understand the critical role of marketing in the modern corporation
- * To use the tools of marketing in the creation of a marketing plan, per given outline
- * To see consumer value as central to the conduct of marketing and business

Textbooks

Required: (please have these books by the first day of class)

MM21C: **Managing Marketing in the 21st Century**, Capon/Hulbert, 2009, Wessex, ISBN 978-0-9797344-0-3 (2nd edition) Please do not purchase the newer 3rd edition. *This textbook is available from www.mm21c.com: printed and pdf versions are available. Please make sure you purchased the 2nd edition as this is the edition the course was developed from.*

TVM: **The Virgin Marketer**, Capon, 2007, Wessex, ISBN 978-0-9797344-1-0
This textbook is also available in many formats from the same website. Several marketing plan samples based on this book created by your predecessors at UIC and other schools will be made available in a folder in Course Documents.

Suggested (but not used in course):

The Big Book of Marketing, Bennett, 2010, McGraw-Hill, ISBN 978-0-07-162615-6
...a purely practitioner take on the issues covered in our chapters; good for discussions

The Marketing Book, Baker & Hart, 2008, Elsevier, ISBN 978-0-7506-8566-5
...an academic/theoretical take on many of the same issues; good for discussions

See course for more information on these textbooks.

Course Information

In this course you will have four elements – both individual and as a team.

READINGS (individual): Each week you will have readings from the two required textbooks – please have the readings completed by Wednesday each week.

DISCUSSIONS (Individual): On Thursday (or before) have your **initial post** to the Weekly Discussion Question. By Sunday of the week you are to make **two response posts** in the discussion to your classmates or the instructor. A minimum of three posts are required each week for possible full credit however you are encouraged to post as much as you would like to fully engage in the discussion. NOTE: you are to post to the discussion on at least two separate days – 3 posts all on one day or initial posts after Thursday will have reduced points. There are 13 discussions and each are worth 20 points - 10 points for your initial post and 5 points each for at least two response posts for a total of 260 points. Please review the Discussion Rubric in the Course Documents on particulars pertaining to postings.

MARKETING PLAN (Team): In Week 1 you will form teams (Note number of teams is determined by class enrollment – watch for instructor announcement in Week 1). As a team you will produce a Marketing Plan and Class Presentation. Approximately every four weeks a team assignment will be due (please see course schedule for exact dates). This will be a portion of the marketing plan you have completed to date. In Week 14 of the class you will complete your team Marketing Plan and in Week 15 teams will present their presentations to the class. The Marketing plan will be worth 150 team points and the facilitation of the presentation will be worth 50 individual points based on individual participation for a total of 200 points.

EXAMS (Individual): Midterm Exam (week 8) and Final Exam (week 16) You will have a 48 hour period during Friday/Saturday of each of these weeks to access and complete the exams. One can only access the exam(s) once and will have two hours to complete each exam. Each exam will have 60 MC questions worth 2 points each for a total of 120 points for each exam (240 individual points total). In the days prior to each exam you will have access to a sample exam in which you can take (multiple times) to get an understanding of the exam and the questions that may be asked. The sample exam and exam will not have the same questions but will be similar in nature. The midterm will covers chapters 1-10 in both texts and the final will cover 11-21 in both texts. Your instructor will post additional announcements pertaining to exams prior to time or you may ask the instructor questions in the “Ask the Instructor” forum on the Discussion Board.

Course Weeks run Monday – Sunday.

All discussions close on Sunday at midnight Central Time (CT) each week. All written assignments are due on Sunday at midnight CT for the weeks assigned.

You will find the weekly course materials in the **Assignments** folder. You now have access to Week 1 and subsequent week folders and discussions will open on Saturdays (12:30am) for the following weeks and remain open throughout the course. You are to stay current

with the week's content and your team assignments. While this is an online course you still have due dates that you have to adhere to.

Late Discussion Posts (after Sunday the week they are due) will not count for a grade. Late Team Assignments will have a 10% point deduction for each day they are late.

No makeup exams will be allowed. By reading the schedule if you see a conflict please let the instructor know ASAP.

Grades

The course has a **total of 700 points**:

13 Weekly Discussions (Individual points): 260

Team Project Plan and submissions (Team points): 150

Team Presentation (Individual points): 50

Midterm Exam (Individual points): 120

Final Exam (Individual points): 120

Course Schedule

Week/Date	Content Topic	MM21C Readings (Chapters)	TVM Readings (Chapters)	Assignments submitted
1/Aug 27-Sept 2	Marketing and the Value of Customers	1,2	Skim book	
2/Sept 3-9	Strategic Marketing	3,4	1,2	
3/Sept 10-16	Company, Customers, Complementors	5	3,4	
4/Sept 17-23	Marketing Research	6	5,6	
5/Sept 24-30	Segment, Target, Position	7,8	7,8	Team submission - Slides 8-28
6/Oct 1-7	Strategy	9	9	
7/Oct 8-14	Life Cycle	10	10	
8/Oct 15-21	Midterm (exam Oct 19-20)	Review 1-10	Review 1-10	
9/Oct 22-28	Brands and Products	11,12	11,12	Team submission - Slides 29-71

10/Oct 28-Nov 4	Developing New Products	13	13	
11/Nov 5-11	Communication and Advertising	14,15	14,15	
12/Nov 12-18	Sales and Distribution	16,17	16,17	
13/Nov 19-25	Services and Pricing	18,19	18,19	
14/Nov 26-Dec 2	Implementing, Controlling	20,21	20,21	
15/Dec 3-9	Marketing Plan Presentation	none	none	Team submission- Completed Presentation
16/Dec 10-15	Final (exam Dec 14-15)	Review 11- 21	Review 11- 21	

Required

Read the CBA Honor code (located in Course Document folder) and remember that all aspects of it will be enforced.

<http://www.uic.edu/cba/Faculty/academicaffairs/honorcode.html> or <http://goo.gl/NVJM>

Details and clarifications of different elements of this syllabus are located in the course.

Disability Services Notification

Concerning disabled students, the University of Illinois at Chicago is committed to maintaining a barrier-free environment so that individuals with disabilities can fully access programs, courses, services, and activities at UIC. Students with disabilities who require accommodations for full access and participation in UIC Programs must be registered with the Disability Resource Center (DRC). Please contact DRC at (312) 413-2183 (voice) or (312) 413- 0123 (TDD).

Understanding the Student Conduct Process

What is it?

The [Student Disciplinary Policy](#) is the University's process to handle allegations of misconduct by UIC Students. The [Student Disciplinary Policy](#) addresses both academic misconduct (such as plagiarism, cheating, or grade tampering) and behavioral misconduct (such as theft, assault, under-age drinking, and drug-use.)

The main purpose of the [Student Disciplinary Policy](#) is to insure that students receive due process - which means that every student should have a fair opportunity to express their side of the story before any decisions are made about their disciplinary case. The [Student Disciplinary Policy](#) was designed to be educational in nature.

How It Works

When a complaint is filed about a student, a Referral Review Committee will evaluate academic cases and behavioral misconduct cases are reviewed by the Dean of Students in Student Affairs. The Referral Review Committee is made up of at least one faculty and student representative from the UIC Senate and a representative from the student's college. Neither the complainant nor the student are present, but the student is welcome to submit a statement to either the committee or the Dean of Students to be included with their case.

After a case has been reviewed, a decision is made on a number of possible options including that a hearing be held. If a case is sent to a formal hearing, the student will be notified as soon as possible. On the day of the hearing, both the complainant and the student are present to discuss the case with a hearing panel. Hearing panels will include faculty, staff and/or student representatives.

Once the case has been heard, the panel will decide if the student is responsible for the charges and, if so, what types of sanctions are appropriate.

Students found responsible for misconduct are given the option to file an appeal. Grounds for appeal are listed in the [Student Disciplinary Policy](#).