# MAR 4803 Marketing Management Spring 2017

#### **General Information**

Class meetings 9:35 AM – 11:30 AM Tuesdays and Thursdays OR

11:45 AM – 1:40 PM Tuesdays and Thursdays

Instructor Dave Bussière

Office hours Wednesdays: 9:00 – 12:00 noon

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Office: STZ 255B

### **Course Description**

Marketing Management is the capstone course for students concentrating in marketing at Odette – to provide the skills needed by a marketing professional. This course includes the use of cases, group projects, and extensive class discussions. The goal is to extend your ability to identify and analyze marketing problems and opportunities, develop an actionable plan to address the situation and communicate that proposal.

#### **Textbook and Other Materials**

• There is no required textbook for this course

• There will be a course case package

#### **Course Assignments and Marking**

			Percent
Participation	Individual	See table below	20 %
Cases	Individual	Throughout	20 %
Mid-Term	Individual	Wednesday, Oct 26	20 %
Team Project	Teams of 4 selected by students.	Due in final classes	40 %
TOTAL			100 %

#### **Participation**

Participation will be awarded based on your overall contribution to the class. Participation points are a way for me to pay you *for helping me teach the course*. Silent attendance does nothing to help. Remember, you are marketing students. Market yourselves to me!

	WEAK PARTICIPATION: SILENT ATTENDANCE			
 0/20	I wasn't here for class, ever.			
 0/20	I attended some classes. I was silent.			
 0/20	I attended many classes. I was silent.			
 0/20	I attended most classes. I was silent.			
 0/20	I attended all classes. I was silent.			
	FAIR PARTICIPATION: SOME VALUE ADDED			
8/20	I attended most classes, came prepared, and sometimes answered questions.			
10/20	I attended almost all classes, came prepared, and often answered questions.			
	GOOD PARTICIPATION: ADDED TO MY CLASSMATES LEARNING			
 14/20	I attended almost all classes, was prepared, often answered questions and asked			
	even harder questions.			
 16/20	I attended almost all classes, was prepared, often answered hard questions and often			
	asked hard questions. My questions sparked class discussion.			
 18/20	I attended all classes, was always prepared, answered hard questions each			
	class and asked questions each class. I also did unassigned extra work			
	outside of class that helped improve the learning experience of my			
	fellow students. This helped someone pass the course who otherwise would have failed.			
	WOW			
20/20	I was the best student ever to take a class from Dave Bussierebe it at			
 20,20	Laurier, Queen's, Florida or Odette. I attended all classes, was prepared,			
	answered hard questions and asked even harder questions. I also did extra			
	work outside of class that helped improve the learning experience of my			
	fellow students. Once, when Dave was late, I started class for him –			
	focusing on a recent article that I had seen on the Globe and Mail website.			
	My participation was worth noting to the Dean.			
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<u>Team Selection</u>:
Teams will determined by students. They may include 3-4 students.

## **Grades:**

Α	92	and up
A-	88	91.9
B+	85	87.9
В	82	84.9
B-	78	81.9
C+	75	77.9
С	72	74.9
C-	68	71.9
D+	65	67.7
D	60	64.9