

COURSE SYLLABUS

MBA625: MARKETING

Course Description

This course provides students an opportunity to explore various aspects of Marketing from a managerial perspective. Because the specific responsibilities of a marketing manager vary across industries and firms, the focus of the coursework is on general decision-making and critical thinking skills. By honing these core skills, and developing the ability to articulate ideas in writing, students who successfully complete the course will enter professional life well equipped for dealing with the fluid nature of marketing problems facing individual organizations.

General Course Information

Number of Units/Weeks/Sessions	5/5/10
#Hours Lecture/#Hours Laboratory/#Hours HWs*	50/0/100
Prerequisite(s)	None
Co-requisites (s)	None
Course Developer(s)	Scott Norton, MFA
Date Approved / Last Review	Mar. 2009 / Aug. 2014

*Homework Projects

MBA Program Learning Outcomes

- Solve Organizational Problems
- Communicate to a Global Audience
- Assess Information Critically

Learning Outcomes

- ☐ Appraise basic analytical tools for market analysis.
- ☐ Organize, analyze, and process marketing information.
- ☐ Choose the viability of a given market.
- ☐ Choose and prioritize marketing objectives.
- ☐ Formulate and effectively communicate strategies for achieving marketing objectives.

Instructional Methods Employed in this Course

- ☐ Lecture and reading assignments
- ☐ Hands-on exercises and labs
- ☐ Research
- ☐ Student presentations
- ☐ Practical application of theory and skills in authentic design projects
- ☐ Build on prior knowledge and experience of students to enhance richness of class activities

Information Resources for this Course

Textbook

Armstrong, G. and Kotler, P. Marketing, An Introduction, 9th edition. Pearson Education (2008) ISBN-13: 97 80136021131.

Other Materials

None

Web Site Readings

Ads of the World. Home Page.

<http://adsoftheworld.com/>

(Retrieved June 18, 2012)

Free Management Library. All About Marketing.

<http://www.managementHW.org/mrktng/mrktng.htm>

(Retrieved June 18, 2012)

Optimal Marketing Communications. Marketing Survival Kit.

<http://www.marketingsurvivalkit.com/>

(Retrieved June 18, 2012)

Table/Topics & Assignments

Types of Assignments: Lecture

-

Considered Lecture Hours

Classroom Discussion -

Considered Lecture Hours

In Class Critique -

Considered Lecture Hours

Delivering Oral Presentations -

Considered Lecture Hours

In Class (IC) Exercise -

Considered Lecture Hours

Reading -

Considered Homework (HW), work done outside of class

WebClass lesson (non-online courses) -

Considered HW, work done outside of class

Lab Work -

Considered Lab Hours

Quiz, Midterm or Final -
Considered Lecture Hours

Session 1						
Type	Topic/Description	Lec Time	Lab Time	HW Time	Point Value	Due
Lecture 1A	Creating & Capturing Customer Value	2	0	0	0	
Lecture 1B	Partnering to Build Customer Relationships	1	0	0	0	
IC Ex. 1A	Case Study Analysis & Project Milestone 1	1	0	3	10	Session 2
IC Ex. 1B	In-class Participation	1	0	0	20	Session 1
HW 1A	Armstrong Chapters 1 & 2	0	0	6	0	
HW 1B	Weekly Thesis Assignment 1	0	0	10	40	Session 3
HW 1C	Case Study Analysis Presentations	0	0	3	100	Session 9,10
HW 1D	Curricular Practical Training Activity	0	0	0	40	Sessions 8
HW 1E	Discussion Thread 1	0	0	0	50	Session 3
Total Session 1		5	0	22	260	
Session 2						
Type	Topic/Description	Lec Time	Lab Time	HW Time	Point Value	Due
Lecture 2A	Analyzing the Marketing Environment	1	0	0	0	
Lecture 2B	Managing Marketing Information	2	0	0	0	
IC Ex. 2A	Case Study Analysis & Project Milestone 2	1	0	3	10	Session 3
IC Ex. 2B	In-class Participation	1	0	0	10	Session 2
HW 2A	Armstrong Chapters 3 & 4	0	0	7	0	
Total Session 2		5	0	10	20	

Session 3						
Type	Topic/Description	Lec Time	Lab Time	HW Time	Point Value	Due
Lecture 3A	Consumer & Business Buyer Behavior	1	0	0	0	
Lecture 3B	Creating Value for Target Customers	2	0	0	0	
IC Ex. 3A	Case Study Analysis & Project Milestone 3	1	0	3	10	Session 4
IC Ex. 3B	In-class Participation	1	0	0	10	Session 3
HW 3A	Armstrong Chapters 5 & 6	0	0	7	0	
HW 3B	Weekly Thesis Assignment 2	0	0	10	40	Session 5
HW 3C	Discussion Thread 2	0	0	0	50	Session 5
Total Session 3		5	0	20	110	
Session 4						
Type	Topic/Description	Lec Time	Lab Time	HW Time	Point Value	Due
Lecture 4A	Building Customer Value	2	0	0	0	
Lecture 4A	New-Product Development & Life-Cycle Strategies	1	0	0	0	
IC Ex. 4A	Case Study Analysis & Project Milestone 4	1	0	3	10	Session 5
IC Ex. 4B	In-class Participation	1	0	0	10	Session 4
HW 4A	Armstrong Chapters 7 & 8	0	0	6	0	
Total Session 4		5	0	9	20	
Session 5						
Type	Topic/Description	Lec Time	Lab Time	HW Time	Point Value	Due
Lecture 5A	Understanding & Capturing Customer Value	1	0	0		
Lecture 5B	Delivering Customer Value	1	0	0	0	
IC Ex. 5A	Case Study Analysis & Project Milestone 5	1	0	3	10	Session 6
IC Ex. 5B	In-class Participation	1	0	0	10	Session 5
HW 5A	Armstrong Chapters 9 & 10	0	0	7	0	

HW 5B	Weekly Thesis Assignment 3	0	0	10	40	Session 7
HW 5C	Discussion Thread 3	0	0	0	50	Session 7
Quiz 5	Prepare for Mid-Term	1	0	0	0	
Total Session 5		5	0	20	110	
Session 6						
Type	Topic/Description	Lec Time	Lab Time	HW Time	Point Value	Due
Lecture 6A	Retailing & Wholesaling	1	0	0	0	
Lecture 6B	Advertising & Public Relations	1	0	0	0	
IC Ex. 6A	Case Study Analysis & Project Milestone 6	1	0	3	10	Session 7
IC Ex. 6B	In-class Participation	1	0	0	10	Session 6
HW 6A	Armstrong Chapters 11 & 12	0	0	7	0	
Mid-Term Exam 6	Exam	1	0	0	100	
Total Session 6		5	0	10	120	
Session 7						
Type	Topic/Description	Lec Time	Lab Time	HW Time	Point Value	Due
Lecture 7A	Personal Selling & Sales Promotion	1	0	0	0	
Lecture 7B	Building Direct Customer Relationships	2	0	0	0	
IC Ex. 7A	Case Study Analysis & Project Milestone 7	1	0	3	10	Session 8
IC Ex. 7B	In-class Participation	1	0	0	20	Session 7
HW 7A	Armstrong Chapters 13 & 14	0	0	7	0	
HW 7B	Weekly Thesis Assignment 4	0	0	10	40	Session 9
HW7C	Curricular Practical Training	0	0	0	0	Session 8
HW7D	Discussion Thread 4	0	0	0	50	Session 9
Total Session 7		5	0	20	130	
Session 8						
Type	Topic/Description	Lec Time	Lab Time	HW Time	Point Value	Due
Lecture 8A	The Global Marketplace	1	0	0	0	

Lecture 8B	Marketing Ethics & Social Responsibility	2	0	0	0	
IC Ex. 8A	Case Study Analysis & Project Milestone 8	1	0	3	10	Session 9
IC Ex. 8B	In-class Participation	1	0	0	20	Session 8
HW 8A	Armstrong Chapters 15 & 16	0	0	6	0	
Total Session 8		5	0	9	30	
Session 9						
Type	Topic/Description	Lec Time	Lab Time	HW Time	Point Value	Due
Lecture 9A	Case Study Analysis Presentations	4	0	0	0	
IC EX 9A	Case Study	0	0	0	120	Session 9
Quiz 9	Prepare for Final	1	0	0	0	
Total Session 9		5	0	0	120	
Session 10						
Type	Topic/Description	Lec Time	Lab Time	HW Time	Point Value	Due
Lecture 10A	Case Study Analysis Presentations	4	0	0	0	
Final 10	Final Exam	1	0	0	100	
Total Session 10		5	0	0	100	

Course Hours Summary

Session	Topic	Lec Time	Lab Time	HW Time
1	Creating & Capturing Customer Value & Partnering to Build Customer Relationships	5	0	22
2	Market Environment & Managing Market Information	5	0	10
3	Consumer & Business Buyer Behavior & Target Customers	5	0	20
4	Building Customer Value & New-Product Development and Life-Cycle	5	0	9
5	Capturing & Delivering Customer Value	5	0	20
6	Advertising, Retailing, Wholesaling, & Public Relations	5	0	10
7	Selling, Sales Promotion, & Direct Customer Relationships	5	0	20
8	Global Marketplace, Ethics, & Social Responsibility	5	0	9
9	Case Study Analysis Presentations	5	0	0
10	Case Study Analysis Presentations - Final	5	0	0
Total		50	0	120

Table/Point Breakdown

Session	Assignment	Possible Points	Percent of Grade
1,3,5,7	Weekly Thesis Assignments 1-4	160	16%
1,3,5,7	Discussion Thread 1-4	200	20%
1-8	Case Study Analyses & Project Milestones	200	20%
1-8	In-class Participation 1-8	100	10%
1	Case Study Analysis Presentation	100	10%
8	Curricular Practical Training	40	4%
6	Mid-Term Exam	100	10%
10	Final Exam	100	10%
Total		1000	100%

Weekly Thesis Assignments

The primary purpose of the Weekly Thesis Assignments is to prepare each graduate student at Coleman University for the final Master's Thesis.

Each week, students will submit additional progress toward his or her chosen thesis topic. Progress toward the thesis will include a minimum of three (3) pages of new content toward the thesis and cite no fewer than three (3) scholarly sources.

Each weekly submission should include a highlighted section indicating the new content from the previous week. New content could either be completely new material, or revision to existing material based on feedback provided by your Thesis Mentor or Teaching Assistant.

At the end of Week 3, each student will provide an in-progress review submission to his or her Thesis Mentor via WebClass in the Thesis In Progress section. The Thesis Mentor will provide feedback regarding the framework and approach each student is taking and provide general guidance regarding completion. This in addition to the Weekly Thesis Assignment submission is graded by the course Teaching Assistant.

Your Grades for this Course

Your final grade for this course will be based on an assessment by the Instructor of your performance on a number of course activities, which may include objective tests, classroom exercises, laboratory demonstrations, project papers, or other types of activities. The chart below indicates in what activities you will engage, how many possible points can be earned for each activity, and the percentage of your final grade that will be accounted for by each activity.

Students in this course should be graded following Coleman University assessment practices and policies. A point system is used in the University to indicate student performance on various required activities or projects. For this course, it is recommended that points be distributed as follows:

Coleman University Grade Assignment Policy:

Percent	Letter Grade	Grade Points
94-100	A	4
90-93	A-	3.67
87-89	B+	3.33
84-86	B	3
80-83	B-	2.67
77-79	C+	2.33
74-76	C	2
70-73	C-	1.67
67-69	D+	1.33
64-66	D	1
60-63	D-	0.67
N/A	INC	0
N/A	W	0
60 or above	CR	0
59 or below	NC	0
N/A	I	0
N/A	W	0
N/A	AU	0
N/A	TR	0
N/A	WV	0

Legend	
CR = Credit	NC = No Credit
I = Incomplete	W = Course Withdrawal
AU = Audit	TR = Transfer Credit
WV = Waiver	

Academic Accommodation / Adjustment Policy:

In accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA), Coleman University offers accommodations to students with documented physical, psychological, and/or cognitive disabilities. Coleman University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to offer equal educational opportunities to qualified disabled individuals.

To qualify for an academic accommodation under ADA, the student must provide adequate documentation of a disability. Students seeking academic accommodations should contact the campus ADA Coordinator at 858-966-3953 or via email at ada@coleman.edu. The ADA Coordinator will review the documentation provided and verify ADA coverage. Students covered under ADA must meet with the ADA Coordinator at the beginning of every term to determine the appropriate academic accommodations. Failing to meet with the ADA Coordinator at the beginning of every term may impact the availability of accommodations.

After the academic accommodations have been determined, the students' instructors will be notified by the ADA Coordinator. If any problems or concerns regarding the provision of accommodations occur, the student must inform the ADA Coordinator. If the student feels accommodation is not being made appropriately, the student may follow the published Student Grievance Procedures.