
	<p style="text-align: center;">BusinessACADEMY</p> <p style="text-align: center;">We Mean Business @ Chadron State College</p>
<p>Course Information</p>	<p style="text-align: center;">MKTG 630-79A2 Marketing Management Fall 2015, 1st 8 Weeks August 16, 2015 – October 16, 2015</p>
<p>Instructor Information</p>	<p>Gary Benson Office: Office Phone: 402-219-2620 E-mail: garymbenson.gb@gmail.com CSC Online Address: online.csc.edu OR www.csc.edu</p> <p style="text-align: center;">**Please contact the instructor via email**</p>
<p>Course Description</p>	<p>Credit Hours: 3</p> <p>Management of the marketing process to include planning, pricing, promotion, and distribution of ideas, products, and services to give the organization a competitive edge.</p>
<p>Required Text</p>	<p>Author: Kotler, Keller Title: Marketing Management Edition: 15th ISBN: 9780133856460 Publisher: Pearson</p> <p>Students will also need to purchase the following, for access to the simulation:</p> <p>Interpretive Simulations Group B Access Card 9780136075127 Course ID: CHSC19459</p>

Student Learning Outcomes	<p>Upon successful completion of this course, the student will:</p> <ul style="list-style-type: none"> A. Be aware of the role of marketing in the global economy. B. Have an understanding of the marketing process and concept. C. Be able to identify consumer needs and how to use marketing research as an aid to define these needs and identify markets. D. Identify the variables of the marketing mix and gain skill in combining them. E. Recognize pricing objectives and develop pricing strategies. F. Combine the elements of promotional strategy into the marketing mix to make a comprehensive marketing plan. G. Use the marketing field in an ethical manner. H. Explore entre/intrapreneurship as part of the market planning process. I. Demonstrate competence through completion of comprehensive business/marketing plan.
Method(s) of Instruction	<p>Weekly Quizzes, Final written exam, weekly discussion forums, ongoing marketing plan project, marketing simulation.</p>
Course Requirements	<p>High speed Internet Access Access to check email at least daily</p>
Grading Procedures	<p>Weekly Discussion Forums – 7 x 25 points each: 175 Points Weekly Quiz – 7 x 25: 175 points Weekly “Sonic marketing plan” submission – 7 x 25 points: 175 points Final “Sonic marketing plan” – 100 Points Final Exam: 100 points Simulation Case Quiz: 25 Points Simulation Score: 100 points Peer Evaluation: 100 Points Simulation Concepts Quiz: 50 Points Total: 1000 Points</p> <p>Grading Scale: 900-1000 = A, 800-899= B, 700-799 = C, 600-699 = D, less than 599 = F</p>

<p>Student Behavior</p>	<p><u>Academic Honesty</u> - Students are expected to conduct themselves in conformity with the highest standards with regard to academic honesty. Violation of college, state, or federal standards with regard to plagiarism, cheating, or falsification of official records will not be tolerated. Students violating such standards will be subject to discipline, as per campus policies articulated in the Student Handbook. A full copy of the handbook can be found at http://www.csc.edu/documents/publications/csc_student_handbook.pdf. Academic Policies, including academic dishonesty, can be found between pages 33-35.</p> <p><u>Attendance/Participation Policy</u> – The College assumes that students will seek to profit from the instructional program and will recognize the importance of attending every class meeting of courses for which credit is expected. Responsibility for notifying faculty of absences, and for arranging potential make-up, rests with the students. In courses that utilize an online format, students are expected to participate in an appropriate and frequent manner, as determined by course instructor.</p> <p><u>Civility</u> – Civil behavior enhances the learning environment, and is expected at all times. Courtesy and respect for others are essential elements to the learning process. Courses offered through Chadron State College welcome a difference of opinion, discourse, and debate within a civil environment.</p>
<p>Nondiscrimination Policy/ Equal Educational Opportunities Policy</p>	<p>Chadron State College is committed to an affirmative action program to encourage admission of minority and female students and to provide procedures which will assure equal treatment of all students. The College is committed to creating an environment for all students that is consistent with nondiscriminatory policy. To that end, it is the policy of Chadron State College to administer its academic employment programs and related supporting services in a manner which does not discriminate on the basis of gender, race, color, national origin, age, religion, disability, or marital status. <i>Student requests for reasonable accommodation based upon documented disabilities should be presented within the first two weeks of the semester, or within two weeks of the diagnosis, to the disabilities contact person (432-6268; Crites 011).</i></p>
<p>Disclaimer</p>	<p>This syllabus and schedule is articulated as an expectation of class topics, learning activities, and expected student learning. However, the instructor reserves the right to make changes in this schedule that, within the instructor's professional judgment, would result in enhanced or more effective learning on the part of the students. These modifications will not substantially change the intent or outcomes of this course and will be done within the policies and procedures of Chadron State College.</p>

Summary of Contact Hours	Topics	Contact Hours*	<div>Accreditation Council for Business Schools and Programs</div> <div></div>																														
	Marketing	40																															
	Finance																																
	Accounting																																
	Management																																
	Law	4																															
	Economics																																
	Ethics	8																															
	Global	8																															
	Information Systems																																
	Statistics																																
	Policy/Comprehensive	12																															
	Total Hours	72																															
<p>*Note: The CPC contact hours shown in this summary add to more than 45 because certain topical areas of the CPC are covered along with the primary subject (list subject here). For example, a lecture on (list lecture topic here) could include contact hours under CPC headings of both “(list heading here)” and “(list heading here).”</p>																																	
<p>The following represents the expected contact hours needed to ensure that the time involved in student learning is equivalent to that needed to attain the learning outcomes in comparable courses; learning outcome equivalency is achieved through multiple course modalities. It is expected that students will spend the following Hours per Week participating in each of the listed course modalities.</p> <p>**Disclaimer: The completion of the minimum time commitment does not ensure a passing grade. Achievement of the course competencies must be demonstrated.</p> <table><tr><th>Learning Activity</th><th>Hours Per Week</th><th>Total for Course</th></tr><tr><td>Direct Instruction</td><td></td><td></td></tr><tr><td>Reading & Interactive Multimedia</td><td>7</td><td>49</td></tr><tr><td>Homework</td><td></td><td></td></tr><tr><td>Discussions</td><td></td><td></td></tr><tr><td>Project-Based Learning</td><td>6</td><td>42</td></tr><tr><td>Research-Based Learning</td><td></td><td></td></tr><tr><td>Group Work</td><td>6</td><td>42</td></tr><tr><td>Assessments</td><td>.25</td><td>2</td></tr><tr><td>Total</td><td></td><td>135</td></tr></table> <p>The actual hours spent on individual learning activities will vary from student to student depending on prior knowledge; however, 135 hours represents the minimum expectation for any student.</p>				Learning Activity	Hours Per Week	Total for Course	Direct Instruction			Reading & Interactive Multimedia	7	49	Homework			Discussions			Project-Based Learning	6	42	Research-Based Learning			Group Work	6	42	Assessments	.25	2	Total		135
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**CSC Mission &
Master Academic
Plan (MAP)**

Mission Statement

Chadron State College (CSC) will enrich the quality of life in the region by providing educational opportunities, research, and programs that significantly contribute to the vitality and diversity of the region.

MAP Priorities, 2014-2018

CSC is committed to the achievement of tasks/projects that align with the following Priorities:

- 1) Continue to implement and improve the Essential Studies Program (ESP).
- 2) Define, develop, and promote co-curricular experiences that foster undergraduate and graduate student engagement.
- 3) Create and implement a strategic vision(s) for teaching and learning technologies, teaching and learning center (TLC) and the library learning commons (LLC).
- 4) Evaluate campus-wide processes for student recruitment, advising and retention; recommend a plan for continuous improvement.
- 5) Study, create, and implement a strategic vision for the graduate studies program.
- 6) Evaluate campus-wide processes for faculty and staff recruitment and retention; recommend a plan for continuous improvement.

	Dates	Content Covered and Assignments
	Week One	Discussion Forum: Original post due Wednesday, 3 follow-ups due Friday. Quiz due Friday Sonic assignment due Friday
	Week Two	Discussion Forum: Original post due Wednesday, 3 follow-ups due Friday. Quiz due Friday. Case Quiz due in the simulation site, due Friday Practice the case simulation. Sonic assignment due Friday
	Week Three	Discussion Forum: Original post due Wednesday, 3 follow-ups due Friday. Quiz due Friday. Sonic assignment due Friday Simulation: Rounds due Wednesday and Friday.
	Week Four	Discussion Forum: Original post due Wednesday, 3 follow-ups due Friday. Quiz due Friday. Sonic assignment due Friday Simulation: Rounds due Wednesday and Friday.
	Week Five	Discussion Forum: Original post due Wednesday, 3 follow-ups due Friday. Quiz due Friday. Sonic assignment due Friday Simulation: Rounds due Wednesday and Friday.
	Week Six	Discussion Forum: Original post due Wednesday, 3 follow-ups due Friday. Quiz due Friday. Sonic assignment due Friday Simulation: Rounds due Wednesday and Friday.
	Week Seven	Discussion Forum: Original post due Wednesday, 3 follow-ups due Friday. Quiz due Friday. Sonic assignment due Friday Simulation: Rounds due Wednesday and Friday.
	Week Eight	Final Sonic Plan: Due Wednesday. Final Exam: Due Wednesday. Simulation Concepts Test: Due Wednesday. Peer Evaluation: Due Wednesday

Course Expectations

1. Students are expected to check their email daily for communication from the instructor.
2. Students are expected to submit all assignments and forums on time, as they will not be accepted late.
3. Students are to contact the instructor via email when there are problems and or questions. Students should note that while the instructor will generally be available to answer questions via email, that students should note that this will only be possible during reasonable hours.
4. All assignments are due by 11:59 p.m. MST on the day that they are due.
5. All assignments must be completed in Times News Roman size 12 font.

Weekly Quizzes

Students will be given a weekly quiz to test their mastery of course concepts and terminology. These quizzes must be done on time, as late work is not accepted. Quizzes are due Friday by 11:59 MST

Weekly Forum Assignments

During weeks 1-7, students will participate in a weekly discussion forum. These forums are designed to simulate class discussion, and show student understanding of the course material. The grade from the forum is made up of 12.5 points from the initial post, as well as a total of 12.5 points for three follow up posts to other classmates. The initial post is due Wednesday by 11:59 MST, and three follow-up posts are due by Friday at 11:59 MST. Grading from the forums will follow these guidelines:

Academic and Focused Writing

Please provide well written, academically sound responses and keep comments focused on the topic under discussion. To count as participation, postings need to contain elements of critical thinking, reading, and writing and must refer to the week's readings, relevant issues in the news, or other appropriate sources.

Comments such as "I agree" or "nice job" do not count as college level discussion. Students are encouraged to use critical thinking skills when posting. Follow-up posts must contribute to the discussion and add to the posting.

Style and Grammar

You are to include information from course resources, the text book, or outside sources. As college students, your work should reflect proper use of APA formatting as well as proper spelling and grammar.

Pharmasim Marketing Simulation

Students will be competing in a marketing simulation, called Pharmasim, through the semester. Students will be competing in groups of 3-4 students and will work together in the role of marketing managers. Information regarding this simulation are as follows:

- The link to the simulation is found in our Sakai course, called “Pharmasim Simulation”. Students must use the course code **CHSC18924** for our course. Once logged in, students will be assigned an ID and password for their use. Students must purchase the access code found in the syllabus, or pay for the simulation directly once logged in.
- Students will find in the Sakai course under “Resources”, information for their use. These include: A student manual, the case guide, a quick start manual. Students should read all of these before starting.
- Students must be fully registered for the simulation by the beginning of week 2.
- In Week 2, students will be given the opportunity to practice the simulation. Students will be allowed to practice 2 rounds individually and are given 3 replays during that week. Students should use this opportunity to learn the game and to have the opportunity to make mistakes without penalty.
- Due Friday of week 2 is your **Case quiz**. This quiz will be on the case itself, relating to the case in the resources tab. The quiz will be found within the simulation game site. (Note: This quiz is in addition to your regular quiz in Sakai for the chapter readings).
- In weeks 3-7, students will be competing with their teams. Each week, decisions are due on **Wednesday** and **Friday**. Do not miss a week, as this will seriously impact your team.
- In week 8, students will complete a **concepts quiz** and **peer evaluation** in the simulation site. The concepts quiz is a quiz related to concepts learned in the game. The peer evaluation gives every student an opportunity to evaluate their teammates. Students are asked to complete this honestly.

“Sonic” Marketing Plan

Students will submit weekly responses to the “Sonic Marketing Plan” found in the Appendix of the textbook. Each week, students will be given questions that relate to the week’s readings and will be applied to the Sonic plan. These submission are due every **Friday** by 11:59 MST. In week 8, students must submit their final Sonic Marketing Plan, which will follow the format shown in the example marketing plan at the end of chapter 2. The final submission is due on Wednesday, of Week 8.

Final Exam

Students will be given a final exam due on Wednesday of week 8. This final exam is designed to show a student’s mastery of course concepts and terminology. No make-up exams will be given to any student. If a student will be unable to be present for the exam, they must arrange with the instructor to take the midterm in advance.

Note about plagiarism:

Assignments in this course will be submitted to Turnitin.com, which is a service designed to detect plagiarism. This service will be used by the instructor as an aid in detecting plagiarism, but plagiarism detection is not limited to turnitin. Plagiarism in this course will result in an automatic F for the semester, as well as any disciplinary actions that are taken by Chadron State College.