

MKTG 606: Marketing Management Fall 2017 Course Syllabus

This course runs from October 22 thru December 16, 2017

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Meeting Time/Days and Location: The class is online, and so you have access to our course material and discussion via Canvas any time you like during our time together.

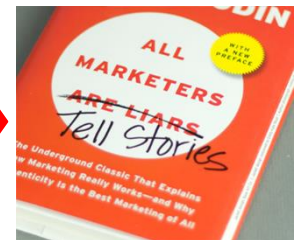
Our “weeks” run from Monday through midnight Sunday, as you’ll see on our class schedule (with two exceptions, explained below). Please make sure your work and other schedules are designed to accommodate your time commitment.

Course Description: This course is a study of marketing concepts, topics, and theories presented to provide an understanding of marketing and buyer relationships. The course analyzes the elements of the marketing mix for successful planning, strategy and control of marketing campaigns including product, price, promotion and physical distribution. Covered topics also include issues related to customer satisfaction, marketing research, market segmentation, and current marketing issues and trends. We will use a variety of approaches to complete our course objectives.

Required texts and materials: There are two textbooks for you to acquire:

- Kotler, P. and Keller, K.L. (15th edition or most recent). *Marketing Management*. Upper Saddle River, NJ: Pearson Education.
 - a. Here is the Amazon.com page, as of June 2017: https://www.amazon.com/Marketing-Management-15th-Philip-Kotler/dp/0133856461/ref=mt_hardcover?encoding=UTF8&me=
 - b. You DO NOT need any supplemental software for this course
- Godin, S. (2009). *All Marketers ~~are Liars~~ Tell Stories* (with a new preface). New York: Portfolio.
- Other readings as assigned.

This is the version you want, with
“ARE LIARS” crossed out and “Tell
Stories” scrawled on the cover.



NOTE: If you choose to use an older edition, an international edition, or an e-book edition of our textbook, make sure you read the chapters according to the topics covered on the class schedule.

Course Objectives: Upon the successful completion of this course, each student should be able to achieve these core marketing competencies:

- Describe and analyze the relationships among the four Ps of marketing (product, price, promotion, and place) in the creation of marketing strategy, and the influence of marketing strategy on consumer and business behaviors
- Analyze and synthesize marketing principal and opportunities with respect to organizational and external environments
- Evaluate marketing data, information, and knowledge regarding consumer behavior and marketing strategy decisions
- Develop and evaluate a marketing plan or strategy based on environmental, industry and company analyses
- Describe and defend a personal view of marketing opportunities and marketing decisions as related to a company and industry of interest
- Write a coherent case analysis of a complex marketing problem
- Appreciate marketing as it applies to your chosen field/concentration/career

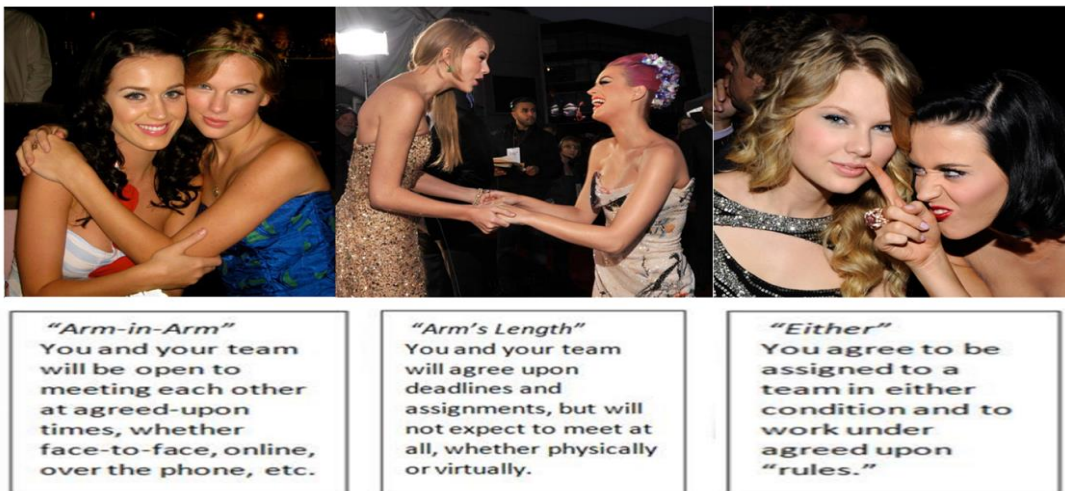
Course Project: There is a team project for this course. Team projects offer challenges, as I'm sure you have experienced, and they also offer many benefits, including the opportunity to work on a larger-scale project than you might otherwise. They also present a fairly safe way to grow your collaboration and leadership skills in a way that can be applied to your career.

In recognition of the wide variety of schedules faced in any team setting, I find it important to share these guidelines up front:

- Teams are created and team membership is assigned by me
- You cannot fire a peer from your team
- All members of a team do not necessarily get the same grade on the project
- Solo projects are not an option

Over the years, I've learned that a key to successful team projects is an early sharing, understanding, and acceptance of your fellow team members' expectations, strengths, and limitations.

One such expectation concerns every member's availability and willingness to meet as a team. To manage this, I ask you to choose one of these team "meeting style" options:



Before you decide, think about your preferred team project style, past experiences, and your work/travel schedule. Please feel free to email me (daron@dom.edu) if you are concerned about this decision.

Then, if you haven't done so already, click this link and let me know which team meeting style option you prefer: [Arm-in-Arm or Arm's Length](#) or either.

About our Client:



Course Grading: Your grade will be based upon your performance on the following measures (*subject to change*):

Criteria	DUE	Total Points
Participation and Professionalism [^]	Weekly	80
Slice of Life interview [^]	10/29	15
Fine Print acknowledgment [^]	10/29	5
Client Idea Toolbox (CIT) Assignment 1 [^]	11/5	40
CIT 2	11/12	40
Intimate Project Conversation [^]	11/19	20
Godin Book Assignment [^]	11/19	20
CIT 3	11/26	40
Midterm Exam [^]	12/3	100
CIT 4	12/10	40
Global Memo Assignment [^]	12/10	40
Project Deliverable: Team Written Report	12/16 (Saturday)	50
Additional Assignments to be announced	TBD	10
TOTAL		500

[^]note: Solo assignment. The first Client Idea Tool Box assignment is solo, the rest are team assignments

Note that roughly two-thirds of your grade is based on your own efforts; the rest is based on team- or group-based activity.

Grade	% of total points
A	95
A-	90
B+	87
B	83
B-	80
C	70
F	Below 70

Grading Scale: This applies only to your final grade, out of 500 possible points. Letter grades are not given for each assignment.

ANOTHER NOTE: Pretty much everything about this class is open book and open note. Don't let the reading schedule intimidate you. I chose the best book by the best author that I know of. Go ahead, Google "Philip Kotler" and learn more about him... or [just ask him!](#)

Course Schedule: *Subject to change*

WEEK 1 (10/22-10/29) <i>long week!</i>	WEEK 2 (10/30-11/5)
Marketing Introduction and Overview (K&K 1, 2) Due by midnight Sunday: Your Slice of Life (SOL) interview and Fine Print acknowledgement	Knowing Your Customers (K&K 5-7, 22) Buyer Behavior Ethics and CSR Due by midnight Sunday: CIT 1
WEEK 3 (11/6-11/12)	WEEK 4 (11/13-11/19)
Knowing the Marketplace (K&K 3, 4, 8) Marketing Research Segmentation, Targeting, Positioning Due by midnight Sunday: CIT 2	Entering the Marketplace (K&K 9-11, 14) Branding Price Due by midnight Sunday: Intimate Project Conversation and Godin Book assignment
WEEK 5 (11/20-11/26)	WEEK 6 (11/27-12/3)
Product (K&K 12, 13) Product Strategy Building Community Due by midnight Sunday: CIT 3	Presence (Place) (K&K 15, 16, 19, 21) Channels Social Media Marketing Global Marketing Due by midnight Sunday: Midterm Exam
WEEK 7 (12/4-12/10)	WEEK 8 (12/1-12/16) <i>short week!</i>
Promotion (K&K 17, 18) Marketing Communications Advertising Due by midnight Sunday: CIT 4, Global Memo assignment	Execution and Implications (K&K 20, review 22) Due by midnight Sunday: Final Project

NOTES:

- (K&K): read these chapters in your Kotler & Keller textbook this week
- You should read Godin on your own for an assignment due on 11/19; opportunities to comment on the book may come up throughout the semester.
- Our eight-week semester will run Monday through Sunday with two exceptions:
 - Week 1 is Sunday through Sunday (one bonus day!)
 - Week 8 is Monday through Saturday (one less day!)
- I hope you'll agree that any confusion this causes is countered by the convenience of having our weeks consistently start on Monday and end on Sunday (or for Week Eight, Saturday)

How to Succeed in an Eight-Week Online (Marketing) Course in Ten Easy Steps: For some of you, this is your first online course or first marketing course. Others will be more familiar with the process and material and even your professor! I've taught this course online about a dozen times and experience says we'll all be on board pretty quickly.

Keep in mind too that this is an accelerated, eight-week course. We cover the same material as we would in a face-to-face semester, and we do it twice as fast. Buckle up!

As you know, the responsibility for successful learning rests on your shoulders. As you should also know, all Brennan faculty are always available to provide assistance. Especially me (it's the least I can do)! So don't panic! This course is organized to help you succeed. In order to be successful:

1. **Do the Work:** Go through the readings and supplemental material. Some of it is there to help replace the classroom discussion that we miss, but I try to simulate the classroom feel on our Canvas discussion board.
2. **Be Devoted:** Our common space is the Canvas discussion board. As you'll see pretty quickly, I'm on there almost every day. You don't have to be, unless you want to. I suggest you build an hour or two into your weekly schedule – spread out or all at once- so you can read what I post and offer your responses to me and to your classmates. Do your homework thoughtfully and on time. Block out 4-6 weekly hours in your calendar now, and do not schedule other appointments during your scheduled study time.
3. **Read Actively:** I know your time is precious, and YOU know that studying MBA-level material requires more than skimming. Studying requires highlighting, margin notes, margin questions, review of lesson notes, and review of text material. Conscientious preparation of all written assignments is paramount to a successful experience. Take notes on points you do not understand or that you want clarified. Study in a quiet space.
4. **Communicate with Me:** My preferred method of communication is email. Use your Dominican address, this will be where I send group messages. Check your Dominican address on a regular basis. If you choose to text me, be sure to identify yourself, at the least until I add your number.
5. **Communicate with Others:** One thing we lose with the online class is that you can't count on seeing me or your classmates at a designated place and time. So be clear in your online messages and respond promptly, certainly within 24 hours.
6. **Due Dates:** Course material is broken into weekly segments. All assignments must be submitted each week by the due dates designated. Don't fall behind. Late assignments will not be accepted. Except in the event of a tragedy or emergency - documentation will be required. Vacations and even business trips do not count as tragedies, not even that one time we went to Connecticut and got caught in a nor'easter while my wife had appendicitis. It's actually a pretty interesting story. Gripping human drama. Perhaps I'll write about it on Canvas this semester. Just remind me.
7. **Speak and Listen:** Online? You better believe it. Participate in class discussions with your classmates. Respect and respond.
8. **Attitude:** Keep a positive attitude, take an active role in learning marketing, the most awesome of all business fields. You buy things, don't you? See? Learn to relate what you are learning to your daily life experiences.
9. **Assistance:** Ask for help when you need it, even if you're not sure. That way, we can recognize issues as they arise and deal with those issues quickly. When I don't see your face every week, I can't detect those subtle but telling nonverbal cues.
10. **Small Details and the Big Picture:** Eight weeks will be over quickly. Do your best to understand the big picture as well as how the details contribute to that big picture.

Please remember, this class starts on October 22nd, whether you're ready or not. If you know you'll have to travel, please keep me and your team informed, and don't choose this eight week period to drop off the grid. One of the wonders of the online course is that you can be anywhere and still succeed. Remain present.

Academic Integrity: All University policies are in effect as described in the Academic Dishonesty/Misconduct section of the current catalog. All your work must be your own unless collaboration has been authorized. If collaboration is authorized, you must acknowledge the collaboration in writing. Your grade will be based in large part on the originality of your ideas and your written presentation of these ideas. Presenting the words, ideas, or expression of another as one's own, in any form, is cheating through plagiarism.

1. If you are unsure what constitutes plagiarism, review the rules of original writing at the following web site: <http://owl.english.purdue.edu/>. This link provides valuable information, including examples about plagiarism.
2. To review some plagiarism tools available to students, take a look at Turnitin.com for guidance. This is posted on Canvas. Remember to always cite your sources and ask your instructor for help!
3. Here are two sites that may be of interest: <http://www.indiana.edu/~istd> and <http://www.plagiarism.com>.

Warning: Plagiarism will not be tolerated and the claim of ignorance is no excuse because I know that you're reading (and perhaps even enjoying) this material carefully. Those found plagiarizing may fail the course. Collaboration on an assignment with other students is not permitted without explicit permission from the instructor. This too can be a form of plagiarism. Roommates, friends, partners, spouses, etc. taking the same course should be particularly careful.

Accommodations: If you require, or think you may require special accommodations for a condition or disability (e.g., learning disability, a chronic health problem, or a mental health condition), you are encouraged to arrange support services and/or accommodations through our Academic Enrichment Center and Disabilities Services staff. It is the policy and practice of Dominican University to make reasonable accommodations for students with properly documented disabilities. Written notification to Dominica's Disability Service staff is required. If you are eligible to receive an accommodation and would like to request it for this course, please discuss it with me within the first week of this course.

Brennan School of Business Mission: According to our mission, the Brennan School of Business provides experiential business education at the undergraduate, graduate, and executive levels. Our faculty prepares students to advance their careers by combining both theory and practice within and beyond the classroom. Guided by the University's core values of *Caritas et Veritas*, we develop ethically-minded leaders who create sustainable value for businesses and communities in a global society. In accordance with this mission, a successful student in statistics will be able to:

1. Appreciate the **ethical** foundation of effective long-run business decisions and promote social responsibility and ethical leadership in managerial decision-making. In this course, students will also explore how to present data ethically and without bias.
2. **Communicate** effectively in written and verbal formats. This course focuses on the not only the derivation of the numbers but on effectively communicating what the numbers mean. Throughout this course, students will learn how to write summarize statistics succinctly in order to make effective decisions.
3. Utilize **technology** and electronic learning to address business applications. Each chapter requires the use of statistical software (primarily Microsoft Excel) to solve empirical problems.

4. Utilize quantitative and analytical methods as well as **critical thinking** skills in business applications. In this course, students will analyze cases and participate in group learning exercises to assess statistics from marketing, management, and finance applications.
5. Utilize a **global perspective** in the evaluation of contemporary business issues. International and United States mini-cases will be explored to reinforce the importance of global citizenship in Brennan's curriculum.

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