

Marketing Management – GSB 626
Prerequisite: Economics GSB 611

Course Syllabus / Spring Semester, 2017
Thursday, 6:30 to 9:30pm – Lewis 130

Instructor: Mike Harvey
Email: mharvey@dom.edu

Mobile: 630.842.6203
Office Hours: TBA

This course is a study of marketing concepts as they relate to today’s ‘buyers and sellers’ affected by a changing global economy. You will identify and assess marketing’s impact on selected company’s planning and execution of campaigns, initiatives and programs. We will also focus on ‘how and why’ a company’s brands create and communicate “value propositions” to ensure sustainability in a global marketplace. Several guest speakers will share their personal marketing experiences throughout the course.

Expected Learning Outcomes:

- Describe, analyze and manage the dynamic relationships among the marketing mix (i.e., Product, Price, Promotion, Place) – its impact on consumer and business buying behavior.
- Integrate marketing concepts / principles (and opportunities) with respect to organizational and external environments.
- Evaluate a marketing plan based on environmental, industry and selected company particulars.
- Provide written and verbal analyses of specific marketing issues / opportunities.

Assigned Text:

Philip Kotler / Kevin Keller, *Marketing Management*. 15th Edition, 2016. Upper Saddle River, New Jersey: Pearson Prentice-Hall. ISBN -13: 978-013-385646-0

Evaluation:

Your evaluation will be based on several personal assessments of marketing-related issues; a comprehensive team research paper / presentation; evaluation of a marketing plan outline; class attendance / oral participation.

- **Individual “Write-Ups”** – analyses of various marketing issues related to problems and/or opportunities from text-inspired scenarios (3 @ 15% each).....45%
- **Team Project** – a specific company analysis designed to illustrate effective use of marketing programs.....30%
- **Individual Marketing Plan Outline** -- a critical evaluation of a marketing plan / outline written as your FINAL exam10%
- **Class Attendance / Oral Participation** -- your personal engagement and contribution IN CLASS is critical.....15%

Important Notes / Expectations:

Students with special physical or learning needs should discuss arrangement with me during the first week of class. Retro-accommodations are very difficult.

Students are expected to arrive in class with all reading and written assignments completed (per the Syllabus). The format of this course requires active oral participation. You will be called upon to participate ... *so be prepared*.

We will not be using CANVAS this term. ALL assignments will be explained in class and confirmed using your Dominican Email account only. It is your responsibility to check your emails frequently.

LATE assignments will receive 90% of the applicable grade if received by Friday ... no late assignments will be received after Friday of the week due.

Letter grades are as follows: A = 93-100; A- = 90-92; B = 80-89; C = 70-79; D = 60-69; F < 60

If you will not be attending class *for any reason*, you must let me know - via email - *by NOON on Thursday*.

Please review the Academic Integrity Policy which denotes several key passages (page 27 of the Student Handbook). This one – in particular - *will always apply*:

Student plagiarism is the presentation of the writing or thinking of another as the student's own. In written or oral work, a student may make fair use of quotations, ideas, images, etc., that appear in others' work only if the student gives appropriate credit to the original authors, thinkers, owner or creators of that work. This includes material found on the internet and in electronic databases. Cheating entails the use of unauthorized or prohibited aids in accomplishing assigned academic tasks. Obtaining unauthorized help on examinations, using prohibited notes on closed-note examinations, and depending on other for the writing of essays or the creation of other assigned work are all forms of cheating. Academic dishonesty may also include other acts intended to misrepresent the authorship of academic work or to undermine the integrity of the classroom or of grades assigned for academic work. Deliberate acts threatening the integrity of library materials or the smooth operation of laboratories are among possible acts of academic dishonesty.

I reserve the right to make changes in any and every part of this Syllabus based on unique circumstances.

Course Syllabus / 2017 Calendar:

Class Sessions	Reading Topics / Assignments	Date Due
January 12	Introductions / Course Syllabus - Expectations “Defining Marketing for the New Realities”	Chapter 1
January 19	Developing Marketing Strategies and Plans <i>Assign 1st Write-Up</i>	Chapter 2
January 26	Conducting Marketing Research	Chapter 4 <i>1st Write-Up</i>
February 2	Creating Long-Term Loyalty Relationships <i>Assign 2nd Write-Up</i>	Chapter 5
February 9	Analyzing Consumer Markets	Chapter 6 <i>2nd Write-Up</i>
February 16	Analyzing Business Markets <i>Assign 3rd Write-Up</i>	Chapter 7
February 23	Identifying Market Segments & Targets	Chapter 9 <i>3rd Write-Up</i>
March 2	Crafting Brand Positioning / Creating Brand Equity <i>Initiate Team Project / Research Paper</i>	Chapter 10 & 11
March 9	Mid-Semester / Spring Break	No Class
March 16	Addressing Competition and Driving Growth	Chapters 12
March 23	Setting Product Strategy	Chapter 13
March 30	Developing Pricing Strategies & Programs	Chapter 16
April 6	Designing & Managing Integrated Marketing Channels	Chapter 17
April 13	Easter Break	No Class
April 20	Managing Mass Communications: Advertising, Sales Promotion, Events and Experiences, Public Relations	Chapter 20 Projects
April 27	Managing Personal Communications: Direct and Interactive Marketing, WOM and Personal Selling	Chapter 22 Projects
May 4	Evaluation of Marketing Plan Outlines / Write-Up	Final Exam
***Above Subject to Change ***		

