

University of Massachusetts Boston
College of Management
Department of Management and Marketing

MBAMKT 670 Marketing Management
Spring 2010
Sat. 9:30a-12:15p

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Office hours before/after class & by appointment

Course description

Marketing Management is an introduction to marketing as a functional area of the organization, and an analytical survey of problems encountered in developing, pricing, promoting, and distributing goods and services.

While some of you would like to be marketers, most of you (alas) don't. In a broad sense, everyone in an organization should be a marketer, regardless of function. But in any case, you at least need to understand how marketers look at problems, or you'll find marketers frustrating and contentious to be around.

Course objectives

This course is designed to prepare you for further study in marketing, or if that's not your goal, to at least help you see the marketer's perspective. As I see it, this means that you have to:

- learn the vocabulary of marketing,
- understand what constitutes the key concepts, tools, and knowledge base of marketing,
- develop frameworks for understanding and analyzing marketing decisions,
- learn the skills that will help you apply what you have learned, including library research, information gathering, synthesis, analysis, and presentation, and
- develop the ability to communicate your learning, both in oral presentations and in written form.

Required text

Kerin et al., *Marketing: The Core*, 3e, ISBN 978-0-07-388106-0

Documents such as "Working definitions" on Blackboard complement the text.

Grading

	<u>Weight</u>
Midterm examination	20%
Class participation	20%
Project	30%
Final examination	30%

Written assignments are graded with the following weights:

- 40% content
- 40% analysis
- 20% style

Content refers to conclusions and recommendations, while analysis includes the SWOT analysis, other analyses, and justification for all conclusions and recommendations. "Note on SWOT analysis" and "Note on marketing audit" on Blackboard explain the requirements in detail. Style refers to spelling, grammar, punctuation, citations and the logical flow of the paper; see "Note on business writing" and "Note on citations" on Blackboard.

The table below shows how the number of points you earn overall equates to your letter grade. The VLOOKUP function in Excel, which determines the letter grade from the total number of points you earn,

uses an absolute cut off. As a result, you need to earn the minimum shown without rounding. For instance, 93.99 is an A-.

100-94	A	76.99-74	C
93.99-90	A-	73.99-70	C-
89.99-87	B+	69.99-67	D+
86.99-84	B	66.99-64	D
83.99-80	B-	63.99-60	D-
79.99-77	C+	59.99 or <	F

Policies and procedures

Blackboard. You are responsible to check Blackboard (<http://boston.umassonline.net/index.cfm>) periodically for announcements and course materials. Do **not** use the email function of Blackboard to communicate with your instructor.

Class participation. Participation in class discussions is expected from all class members on all topics and all cases. In order to earn credit for class participation, it is not sufficient just to be present – you must be engaged in class activities such as by answering questions and posing questions of your own. If you are unable to attend a class, you can earn class participation credit by submitting brief answers to the questions assigned for that day.

Examinations. The midterm and final exams are used to assess your comprehension of course material, both from class and the text, and your ability to apply that material to new situations. There will be no make-up unless arranged in advance or, if not, only for a truly extraordinary reason.

Academic resources. Coursework in this class must uphold the high standards of academic integrity established by UMB. Consequently, when you are conducting research for an assignment, your primary sources should be peer-reviewed academic journals, or well respected business and technical journals, and official company documents. Internet searches will often take you to non-academic information resources such as Wikipedia.com. You may supplement your research with these sources, but keep in mind that the information you find there may not be accurate, since it does not come under a formal oversight or peer-review process. While you may use these non-academic resources for background, you may not rely on them or cite them in any assignment.

Project. The project will provide you with experience applying class material to a marketing audit of a product of your choosing. You will work in small teams and turn in one interim progress report. Your individual grade will be the score of the paper (same for all team members) *multiplied by* a peer review of your individual effort, using the peer-review form on Blackboard.

Etiquette. Since classroom activities are practice for business meetings, we will treat each other with the same respect as at work. Disruption of the class is the height of disrespect. Accordingly, ringing cell phones are not allowed. In addition, you are expected to arrive on time, but if you run late, enter silently and sit or stand by the door. Breaches of etiquette will result in deductions from class participation credit.

Late penalties. A late penalty of 20% of the points available per day will be deducted from the score of the project for the report or for an individual peer review form. As a result, a student who is five days late with the form will receive zero points for the team project.

No “extra credit” work. You will earn credit for only the assignments described in this syllabus. Under no circumstance may a student or team be allowed to earn credit for any other effort, nor may a student or team be allowed to earn more credit than shown for any assignment in this syllabus.

No review of drafts. To prevent one student from having an advantage over the others, no draft assignment will be accepted for review unless all students receive the same offer.

Academic honesty. Academic honesty is highly valued at UMB http://www.management.umb.edu/undergrad/undergrad_code_of_conduct.php. Students are expected to follow regulations and procedures regarding Academic Standards, Cheating, Plagiarism, and the Documentation of Written Work. The *minimum* penalty for academic dishonesty is a zero for the assignment; in addition, a deduction of one letter grade for the course is typical. A notice of academic dishonesty is also submitted to the UMB to be attached to the student's academic records. Please see the UMB catalog for more information about academic honesty.

The following paragraphs provide more detail about plagiarism, collaboration and prohibited materials.

Academic honesty – plagiarism. You must always submit work that represents your original words, facts or ideas. If any words, facts or ideas used in a class assignment submission do not represent your original work, you must cite all relevant sources and make clear the extent to which such sources were used, in other words, indicate exactly which words, facts or ideas are not your own.

Words, facts or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, including the text and assigned class materials, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source.

Your citations should include enough detail for the reader to find the information easily. For instance, if you quote the textbook, be sure to include the page number. Internet references should describe the source and have a link to the exact information cited. Not only is this helpful for the reader, but you will find yourself referring back to work you have done before, such as updating a report at work. You will find it much easier with complete citations. Another thing to do at work is to print out Internet pages that might not be available in the future. “Note on citations” on Blackboard contains more detail.

Assignments may be submitted to plagiarism detection software programs for the purpose of detecting possible plagiarism. Students in this course must submit an electronic version of any written assignment upon request of the instructor.

Academic honesty – collaboration. Individual written assignments and presentations are to be done strictly through your own efforts. Accordingly, you are prohibited from discussing any individual written assignment or presentation, including assigned questions, approach, analysis or any other issue or aspect of the assignment with, or receiving any help whatsoever from, anyone at all except for your instructor, unless otherwise stated in this syllabus or granted in writing by your instructor.

Academic honesty – prohibited materials. All assignments are to be done with materials provided by UMB or your instructor. Accordingly, you are prohibited from using any material whatsoever except for the course materials described in this syllabus, or for information provided by the instructor.

A *partial* list of prohibited materials includes:

- papers and presentations prepared by another student,
- papers and presentations prepared for another course,
- papers and presentations prepared for another section of this course,
- student notes and instructor hand outs from another section of this course,
- student notes and instructor hand outs from another course.

Academic support services. Information about tutoring and other services available to students through the Office of Academic Support Programs can be found at <http://www.academicssupport.umb.edu/>.

Disabilities. If you have a disability and believe that you will need accommodations in order to complete course requirements, the Ross Center for Disability Services can help: <http://www.rosscenter.umb.edu/>.

Teaching approach

Methods. The course format is a combination of lecture and discussion. Lectures are used to present, explain, and elaborate upon course material; cases, mostly computer-assisted, are used to get you involved in the application of analytic and data gathering tools and the interpretation of findings.

These procedures and the following schedule are subject to change by written notification.

MBAMKT 670 – Spring 2009

Class	Date	Topic/assignment
1	Jan. 30	Introduction
2	Feb. 6	Topic: Understanding marketing Prepare: Chap. 1, 4
3	13	Topic: Strategy; the business environment Prepare: Chap. 2, 3 Project: Teams are due
4	20	Topic: Consumer behavior Prepare: Chap. 5, skim Chap. 8 Project: Complete charter unanimously with attached form, and email subject of audit with project schedule
5	27	Topic: Consumer behavior (cont.), marketing research Prepare: Chap. 8
6	Mar. 6	Topic: Segmentation, targeting and positioning Prepare: Chap. 9
7	13	Topic: Product Prepare: Chap. 10 (pp. 210-21, skim rest), 11 Prepare: any questions you may have for midterm
	20	<i>Spring break</i>
8	27	Midterm examination
9	Apr. 3	Topic: Place Prepare: Chap. 13, 14 Project: Email status report
10	10	Topic: Price Prepare: Chap. 12
11	17	Topic: Promotion Prepare: Chap. 15
12	24	Topic: Promotion (cont.) Prepare: skim Chap. 16, 17
13	May 1	Topic: Organizational and international buyers Prepare: Chap. 6, 7
14	May 8	Review Project: Hand in report Turn in peer review

Note: Preparation also includes answering “Discussion questions” on Blackboard.