

Sul Ross State University – Rio Grande College
MKTG 5305: Seminar in Marketing – MBA – Web Course - Spring 2015

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Office Hours: Del Rio: T: 11:00-1:00 and 4:00-6:00. Wednesdays: 11:00-1:00
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E-Mail: emoura@sulross.edu
Required Text: Marketing Management – Knowledge & Skills – 11th Edition
Authors: Peter & Donnelly, Jr.
Publisher: McGraw-Hill Irwin /// ISBN: 978-0-07-786105-6

Recommended: An Easy Guide to APA Style – 2nd Edition. Authors: Schwartz, Landrum, & Gurung. Published by Sage Publications. ISBN: 978-1-4522-6839-2. Copyright 2014. This is a very helpful resource for those without much experience in APA Format.

Course Objectives

Expose students to the consumer marketing environment and help them acquire the necessary skills and tools for making the best marketing decisions given the constraints of the market place, regardless of whether they become marketing professionals or use the acquired marketing skills in other functional areas.

Course Competencies (Learning Outcomes)

After successfully completing this course students should demonstrate the following competencies:

1. Understand the core concepts of marketing.
2. Know why marketing is critical to different types of organizations and in different environments
3. Understand and be able to discuss the relationships between marketing and other key functional areas of the firm **(PLO#s 2 and 4)**
4. Become familiar with marketing research techniques
5. Understand and be able to explain the basic buyer behavior process and what marketing principles can ethically be used to guide consumer through that process **(LO#3a)**.
6. Understand the basic steps in segmenting a market and how to evaluate and select segments for targeting of marketing programs in an ethical manner **(LO#3b)**.
7. Understand how to communicate the organization's marketing program to the target market using a combination of tools such as advertising, public relations, sales promotions, etc.
8. Be able to analyze business cases discussing the impact of marketing in internal and external environment of organizations **(PLO #s 2, 3, and 4)**
9. Be able to analyze a marketing case discussing the impact of strategic marketing on the overall performance of organizations, and present recommendation for improvement in a written format – APA Style, following the Case Analysis Framework presented in the text, and the specific guideline for that particular case **(LO#4b)**.

Evaluation Policy

1. Assignment One: Case Analysis (100 points)	25% of total grade
2. Assignment Two: Case Analysis (100 points)	35% of total grade
3. Assignment Three: Case Analysis (100 points).....	40% of total grade
Total =	100%

Grading Scale

A=90-100	D=60-69
B= 80-89	F= bellow 60
C= 70-79	

Academic Integrity:

An important issue in academic writing is **plagiarism** which is using others' ideas or words without giving proper credit. **Whether you do it intentionally or not, you are plagiarizing and will be penalized for that (F in the assignment or in the course, at the discretion of your instructor).** To be able to navigate through the requirements of academic writing you MUST be aware of what is and what is not plagiarism. Purdue University has a very informative link to plagiarism in its Website. Here is the URL: <http://owl.english.purdue.edu/owl/resource/589/01/>.

APA Style

You will be required to write three (3) formal marketing papers – case analysis - during this course using APA Format. All papers MUST present a combination of information from the textbook, from the case being discussed, **from research in academic journals (peer reviewed)**, and other sources of your choice. The following is just a sample of marketing academic journals available on the Blackboard under Library Resources:

Academy of Marketing Studies Journal
Foundations and Trends in Marketing
International Journal of Market Research
Journal of Advertising
Journal of Advertising Research
Journal of Brand Management
Journal of Consumer Affairs
Journal of Consumer Research
Journal of Global Business Issues
Journal of Interactive Marketing
Etc.

There is a link on the Blackboard under “Library Resources” to facilitate your access to the journals electronically. You will be able to search by topic, by author, by date, etc.

Item 4, “Identifying Periodical Types,” in the Library Resources page, explains the differences between “academic or peer-reviewed journals” and non-peer-reviewed sources. Familiarity with this information will save you time and headaches in writing your papers.

You are required to have at least TEN different references (citations) from academic (per-reviewed) journals and at least FIVE from other sources per paper.

All assignments will be graded on:

- ability to follow the instructions in the “A Case Analysis Framework” – Peter & Donnelly, pp.218-230.
- the extent of research, mainly in academic journals, (minimum of TEN references from academic journals per paper) and at least FIVE from other sources.
- *content (addressing the topics required in the paper guideline),*
- writing skills (proper syntax, smooth flow of information, absence of typos, etc.),
- ability to present a paper in a readable format (interesting, pleasant, enjoyable, engaging, well-written, attractive ...),
- proper use of APA format (following the rules prescribed in the 6th Edition of the APA Manual).

Guidelines with detailed instructions on what is required for each of the research papers will be posted on the “Assignments” link of the Blackboard before each paper is due. The assignment MUST be submitted via the same link. The paper guideline for the first assignment “Southwest Airlines” will be posted Friday, January 23.

Power Points

A Power Point presentation, summarizing important topics will be posted on the Blackboard in the “Power Points” link.

Consultation: I am available for consultation via email, phone, or personally during my office hours and other hours by appointment.

Distance Education Statement: Students enrolled in distance education courses have equal access to the university’s academic support services, library resources, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should submit online assignments through Blackboard or SRSU email, which require secure login information to verify students’ identities and to protect students’ information. The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.

Course Outline – MKTG 5305 (MBA) Seminar in Marketing – Spring 2015

January

Week of:

20th

Get acquainted with the course material, Blackboard, etc.

Study and be prepared to implement, in the three assignments, the material in the textbook pp. 218-230 - Section 2: Analyzing Marketing Problems and Cases. Pay special attention to:

*Marketing Insight 2 – “What does Case Analysis Mean?” p. 221. (**The frozen pizza market analysis example in this page reflects the type of case analysis you are expected to produce for this course.**)*

Marketing Insight 4 – “Understanding the Current Situation through ...” pp. 226-7 Conclusion – p. 230

26th

Chapter 1: Strategic Planning and the Marketing Management Process

February

Week of

2nd

Chapter 2: Marketing Research: Process and Systems for Decision Making

9th

Chapter 3: Consumer Behavior

16th

Chapter 5: Market Segmentation

**Monday
February
23rd**

Research Paper # 1: “Southwest Airlines 2011” – Peter & Donnelly text – pp. 251-265, is due February 17th via the “Assignment” link no later than 11:00 p.m. After 11:00 p.m. the link will no longer be operational. Follow instructions in the paper guideline.

24th

Chapter 6: Product and Brand Strategy

March

Week of

2nd

Chapter 7: New Product Planning and Development

9th

Chapter 8: Integrated Marketing Communications

16th

Spring Break – No Assignment

23rd

Chapter 10: Distribution Strategy

30th Review textbook pp. 218-230 – Section 2: “Analyzing Marketing Problems and Cases.” Read the frozen pizza analysis example again and review feedback received from instructor on first research paper in preparation for submitting research paper # 2.

April

Monday

April 6th:

Research Paper # 2. Gap Inc. in 2010: Is the Turnaround Strategy Working? Peter & Donnelly Text – pp.609-627- is due April 6th via the “Assignment” link no later than 11:00 p.m. After 11:00 p.m. the link will no longer be operational. Follow detailed instruction in the paper guideline.

Week of
7th

Chapter 11: Pricing Strategy

Friday April 10th: Last day to withdraw from the course with a grade of “W.” Drops must be processed by the Administration Office by 4:00 p.m.

13th

Chapter 12: The Marketing of Services and Chapter 13: Global Marketing

20th

Review textbook pp. 218-230 – Section 2: “Analyzing Marketing Problems and Cases.” Review feedback received from instructor on first two assignments in preparation for submitting the final research paper. This should be your best paper.

**Monday
April
27th**

Research Paper # 3: “Harley-Davidson, Inc. – Motorcycle Division” Peter & Donnelly text” pp. 628-640, is due April 27th via the “Assignment” link no later than 11:00 p.m. After 11: p.m. the link will no longer be operational. Follow instructions in the paper guideline.

May

Week of:

11th

Grades will be posted on Banner

We will try to follow this schedule as much as possible but changes may have to be made at the discretion of the instructor. Any change will be communicated to the students as soon as possible.

NOTE: Please submit all your papers as a Microsoft “Word Document.” DO NOT USE PDF. Thank you.

By receiving this syllabus you acknowledge to have read it and understand its content.

Last but not least: Expect my feedback to be very candid and reflect the quality of your work