

Sul Ross State University
Department of Business Administration

Seminar in Marketing - Online

MKT 5305
Spring 2016
Section(s): W01; W02

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Course Description:

Graduate seminar on Marketing decision making. Marketing programs and strategies based on Marketing mix decisions. Application of Marketing tools and techniques to respond to market needs. Recognition of both internal and external variables in formulating Marketing strategies.

Prerequisite: Graduate standing and/or instructor permission.

Course Material(s):

Mullins & Walker; Marketing Management: A Strategic Decision Making Approach; 8th ed.; 2013; McGraw-Hill; ISBN: 978-0-07-802879

Program Learning Objective(s):

- PLO 1 Analyze & solve complex business problems across major business functions, using advanced business principles and strategies
- PLO 2 Communicate in-depth business information through written, oral and other delivery processes
- PLO 3 Identify and discuss the impact of ethical and social responsibility issues in business
- PLO 4 Identify and describe the major and minor components of the external business environment

Course Objectives:

An enhanced understanding of pertinent areas of marketing and their interrelationships

Ability to apply this understanding to marketing plan development or technology enhancement

An appreciation of the complex and dynamic nature of the business environment and in making decisions under uncertainty

Further development of your marketing and business vocabularies

Appreciation of your dual role as a consumer and a member of society

Exposure to and Appreciation of Marketing Technologies

Enhanced ability to argue logically and in a professional manner (orally and written)

In sum, a fundamental and practical working knowledge of marketing strategy to aid in further graduate study and career pursuits

Course Grades:

Grades in this course will be determined on a percentage/points basis. Percentages and (points) for course requirements follow:

Marketing Plan/Technology Project	25%	(250)
Presentation (above)	10%	(100)
Discussion Forum	20%	(200)
Chapter Questions	30%	(300)
Final	<u>15%</u>	<u>(150)</u>
TOTAL	100%	(1000)

Grades in the course will be assigned as follows:

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

Note: It is my expectation that satisfactory work in this course is at the B level or above. Thus, unless otherwise notified, you can assume that you are performing satisfactorily for what I expect to be at least the minimal performance level for an M.B.A.,

Marketing Plan (Group):

A primary objective of this course is to enhance your ability to develop an appreciation for a complete conceptual framework of marketing. A marketing plan relative to an existing business or idea for a business of your own is an appropriate instrument to achieve this objective. More detailed and specific discussion of this component will be considered in class but a few details of this element are as follows: No paper required - just a short (20 minute) presentation toward the end of class. Please submit your power-point presentation(s) to me for grading purposes. Additional materials on format and so forth for a marketing plan will be forthcoming.

Technology Investigation (Group):

The purpose of a technology based investigation is to get you involved in a specific area related to Marketing. The choice of topics will be very flexible with some exceptions; ***the presentation must be related to some type of Marketing Technology and must be pre-approved by me.*** My main concern is that you choose something that is of interest to you, relevant to the class, manageable, and most importantly something which will be of practical benefit to potential marketing managers. I must approve the topic in a form which is specific enough to let me know what it is really all about. No paper required - just a short (20 minute) presentation toward the end of class. Please submit your power-point presentation(s) to me for grading purposes. ***Note:*** My preference is for you to complete a marketing plan. The technology option is only for those not able to do such a project (for various reasons) or who have completed a marketing plan prior to this course and would rather pursue the technology option; or those who have a keen interest in marketing technology.

Professional Presentation:

A professional presentation of your Marketing plan and or your Technology Investigation is

an important component of the course. Please note that part of your grade will be awarded during the group presentation and will be a function of the comprehensiveness and depth of analysis exhibited in your work. Also, as a class participant, the insight you exhibit as a member of the audience in terms of questions and/or comments you may have of the project being presented will add or subtract from your overall participation grade. Thus, it is important that you consider these roles and take this project as seriously as possible. Professionalism of both presentation and audience participation is vitally important to the objectives of this requirement. Please exhibit this skill (professionalism) in both situations (presenter and audience). Finally, keep in mind that the purpose of an investigation of a marketing related technology topic is not to force you through the "proverbial hoop" but rather to provide you a unique opportunity to learn considerably more about a specific topic of interest and share your knowledge with class. Thus, you should **choose your topic carefully** and keep in mind what your career objectives are when making this choice. As noted, all topics must be cleared through me. ***Under no circumstances should you choose a topic which you have previously investigated and/or are currently investigating for a different course.*** This strategy will prove dysfunctional in achieving course objectives. A professional presentation of your topic will be expected. The objective is to provide the class an in-depth professional look. More on this portion of the course will be considered as the course progresses. Team size for both options will be provided shortly.

Discussion Forums:

This class is conducted on an online basis which changes several things but leaves many things intact as if it were offered on an in-class basis. One element that does not change is that proper preparation and class involvement are important. Online classes require much higher levels of discipline and self-motivation than do in-class offerings. Therefore, active participation and class contribution are mandatory and deviations from this can only reflect negatively on your performance. If you are not prepared, catch up and don't let it become habitual. Discussion forum topics will be announced on the announcement page but you may not know the topic until the forum begins.

Discussion forums are a valuable and integral part of the course. You are urged to contribute at your own initiative and online discussion grades, for example, will be based upon quality of comments more than on quantity. Thus, your **thoughtful contributions** are more compelling than your frequency of input!! Also, it should be noted that the reading assignment is heavy at times and again, this is largely dependent on your own initiative and time management capabilities. It is easy to stay up with course progress but much more difficult to catch up.

Chapter Discussion Questions:

I will assign a number of discussion questions which will provide an opportunity to link chapter content to specific situations much as a manager might do. Thus, these, along with other questions I may provide, are appropriate for a graduate course in marketing management. When responding to these, make sure you answer the question as you think a working manager would answer rather than what you think I might be after or how I might lean. And, I do like to see practicality and thoughtfulness revealed in your responses. Your responses to these questions should not need to be supplemented with outside inquiries except in a very few instances. In

short, most of your responses should flow from what you have learned from reading the chapter and the other elements of the class.

Question group(s) should be single spaced. Length will be dependent on the number of questions assigned and the depth of your answer. Needless verbosity will not be rewarded so in-depth and accurate substance wins out over length!! In fact, I will not put a minimum page limit on these but may place a maximum limit!! Any question group with excessive mechanical errors (misspellings, typos, etc.) will be penalized. These will be evaluated on the thoroughness of your response. ***Finally, these may be answered by groups of no more than three nor less than two individuals. And, must be answered in your own words (that is, do not just copy responses from the book)!!***

Final Exam:

The purpose of this area is to make sure that each of you leaves this course with sufficient background and foundation in the content area(s) of the course. Since this is a graduate course, and one being delivered online, the exam will also be delivered online. The format for the exam will be objective type questions from both the textbook and whatever else we cover in class. In other words, you are responsible for all course content. The exam is not intended to trip you up but rather, to enforce what you have learned and prepare you for subsequent courses, the comprehensive exam, etc.

Final Points:

This syllabus represents the plan of action for the course. It is, in many respects, a contract between us. Should you lose this document or not understand any part of it, please let me know immediately and I will help you fix the problem. Make sure to modify the schedule contained in this syllabus as necessary.

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. If the course requires students to take proctored exams or to purchase additional software or equipment, these requirements will be communicated to the student. Students enrolled in distance education courses at SRSU 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.*

Important (Tentative) Dates

<u>Week</u>	<u>Topic</u>	<u>Assignment</u>
Jan. 18	Finding A Book!! – Holiday Monday	
25	Monday – DF – Syllabus	Ch. 1 - 5*
Feb. 01	Tentative Teams - DF – CDQ Assigned	Ch. 1 - 5
08	(cont.)	Ch. 1 - 5
15	Plan or Technology decision - DF	Ch. 6 - 9
22	CDQ Due	Ch. 6 - 9
29	Final Plan or Technology Topics	Ch. 10 - 13
Mar. 07	Strategic Marketing Programs	Ch. 10 - 13
14	Spring Break	
21	CDQ Assigned - DF	Ch. 14 - 16
28**	Other	Ch. 14 - 16
Apr. 04	DF	TBA
11	Presentations (Go To Training)	TBA
18	Presentations (Go To Training) CDQ Due	TBA
25	Presentations (Go To Training)	
May 02	Wrap-up – Review	
09	Final Exam - TBD	

* Skip Chapter 2 until further notice

** April 8th - Last day to withdraw or drop with a "W"

CDQ = Chapter Discussion Questions; **DF** = Discussion Forum;

TBA = To Be Assigned; **TBD** = To Be Determined