

Sul Ross State University
Department of Business Administration

Seminar in Marketing

MKT 5305:S01
Summer II 2016 – Section 1
BAB 318 – 11:40 – 1:15

Professor: Dr. William C. Green
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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 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:

Attendance & Participation	10%	(100)
Marketing Technology Project	15%	(150)
Presentation (above)	10%	(100)
Discussion Forum(s)	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.

Class Attendance & Participation:

This course is conducted as a seminar supplemented with lectures and readings as deemed appropriate. We are also combining some online work with in-class sessions so the class is somewhat of a “hybrid.” However, reading of materials and preliminary preparation of analyses are necessary to facilitate discussion. Therefore, active participation is mandatory. Deviations from this can only reflect negatively on your class performance and not enable you to achieve the course objectives.

In addition, you are expected to participate during and/or after formal presentations. Please, do not try to “shoot from the hip.” If you are not prepared, admit it and be ready the next time. One or two instances of non-preparation will be overlooked but repeated instances of this will not enable you to meet the course objectives.

One necessary but not sufficient condition is for you to show up for class and to be on time!! Thus, your attendance is at a premium and repeated absences from class or late arrival(s) can only hurt your class standing and not enable you to fully satisfy the course requirements. If you must miss class, please let me know before class begins.

Finally, if you are having difficulty with any aspect of the course, please let me know as early as possible. I will work with you on fixing whatever may be broken but I have no way of knowing this unless you tell me.

Technology Presentation (Group):

The purpose of a technology based presentation is to get you involved in a specific area related to Marketing. The choice of topics will be very flexible with one huge exception; ***the presentation must be related to some type of Marketing Technology***. 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 - 30 minute) presentation toward the end of class. **Please submit your power-point presentation(s) to me for grading purposes.**

Finally, keep in mind that the purpose of a presentation on 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.

Discussion Forums:

This class is conducted on an in-class basis augmented with online requirements. This changes several things but leaves many things intact as if it were offered exclusively on an in-class basis. One element that does not change is that proper preparation and class involvement are important. Graduate classes require much higher levels of discipline and self-motivation than do undergraduate courses and expectations are much higher as well. 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 logical thought revealed in your responses. Your responses to questions should not need to be supplemented (Googled) except in a very few instances. In short, responses should flow from having learned from reading the chapter and the other elements of 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 individually or by a group of no more than two persons but must be answered in your own words (that is, do not just copy 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.*

Tentative Course Schedule

<u>Week</u>	<u>Topic</u>	<u>Assignment*</u>
July 04	Overview - Environment -	Ch. 1 & 3 (skip 2)
11	Buyer Behavior & Research <i>DF</i>	Ch. 4 - 6
18	Segmentation & Marketing Programs - <i>DF - Final Topic Approval – CDQ Due</i>	Ch. 7 - 13 (skip 9)
25	Marketing Programs (cont.) <i>DF -</i>	Ch. 10 - 13
Aug. 01	Marketing Programs & Unique Situations Presentations – <i>CDQ Due</i>	Ch. 14 - 16; 18 (skip 17)
08	Wrap - Up <i>Final Exam on Thursday - August 11 @ 11:40AM</i>	

CDQ = Chapter Discussion Questions; *DF* = Discussion Forum;
TBA = To Be Assigned; *TBD* = To Be Determined