The Cameron School of Business at University of St. Thomas

1. Course Information
   Course Title: Fundamentals of Marketing
   Course number: MBA 5X08
   Course Section: 2079
   Credit Hours: 1.5
   Prerequisites: None
   Semester: Spring 2015
   Course website: Blackboard
   Room #: Doherty Library 029
   Days & hours: Tuesday 7:00PM - 9:45PM

2. Instructor Information
   Name: Caroline Le Bon
   Office hours: by appointment
   E-mail: lebonc@stthom.edu

3. Course Catalog Description
   This course provides an introduction to fundamental concepts and theories of marketing, with an emphasis on delivering value to the customers, for students required to take the proficiency course in Marketing. Topics include marketing environment, segmentation and targeting, buying behavior, marketing mix, and ethical and global perspectives. This course follows a lecture and discussion approach.

4. Program Goals and Objectives:
   The Masters of Business Administration program has six goals.
   When students complete the MBA degree at the University of St. Thomas:

   Goal 1. They will be effective communicators.
   - Objective 1: Graduates will deliver a compelling oral presentation.
   - Objective 2: Graduates will write professional quality documents.

   Goal 2. They will be effective team members.
   - Objective 1: Graduates will demonstrate appropriate group techniques to participate in a team task that results in effective performance.
   - Objective 2: Graduates will demonstrate effective leadership skills in a group project.

   Goal 3. They will be ethical decision makers.
   - Objective 1: Graduates will recognize the ethical issues implicit in a business situation.
   - Objective 2: Graduates will describe and use ethical frameworks applicable to business situations.
   - Objective 3: Graduates will develop a variety of ethical alternatives for resolving or at least addressing, a problem in business.

   Goal 4. They will be globally aware.
   - Objective 1: Graduates will perform a global business situation analysis.
   - Objective 2: Graduates will formulate global business strategy.
Objective 3: Students will evaluate global business strategy.

Goal 5. They will be able to integrate knowledge across multiple business disciplines.
- Objective 1: Graduates will identify business problems and opportunities that result from factors internal and external to the organization.
- Objective 2: Graduates will apply quantitative and qualitative techniques from the different business disciplines to address problems and opportunities.

Goal 6. They will be knowledgeable about multiple business disciplines

5. Course Learning Objectives (and relationship to program goals and objectives)
The primary objective for this course is to gain a deep understanding of marketing. This course will familiarize you with the fundamental principles of marketing and their application in today’s business organization. In addition, this course will examine the state of art of each topic, with emphasis on discussing controversial issues, innovations, and future trends. At the end of this course, you will be able to:
- Analyze specific business situations using the tools of marketing and decide upon the best course of action for marketing activities. (MBA Goals 5: Integration, 6: Knowledge)
- Learn the basic techniques to improve the marketing function of a company. (MBA Goal #5: Integration)
- Identify and address ethical issues within the context of marketing. (MBA Goal 3: Ethics)
- Develop an understanding of the global dimension of marketing (MBA Goal 4: Global Perspective)

6. Texts, Readings, Materials

7. Instructional methods:
A variety of teaching methods will be used in class and online throughout the semester, including lectures, class discussions, case studies, group exercise, and problem solving.

8. Technology
- Online communication;
- Online research and data retrieval;
- Use of BlackBoard learning platform

9. Course Assignments
1) Quizzes: 4 quizzes-30 multiple-choice questions. See schedule for test date.
2) Written Assignments: Students will be required to prepare and submit 2 cases for grading (60 points per case). Cases are due the dates indicted on syllabus unless changed by instructor. If a case is not delivered on the date due it is considered late. Late cases are not
accepted. Please send cases by email at lebonc@stthom.edu. See Schedule at bottom of syllabus for due dates.

Do a brief summary of case information (3-4 sentences) and answer the questions

3) **Final Exam** - 60 multiple-choice questions. See schedule for test date.

### 10. Course Tentative Schedule:

The schedule below is tentative and subject to change in the event of circumstances beyond the instructor’s control. An Announcement will be made in advance for any change to be made.

| Week 1 | Mar. 17 | Introduction - Syllabus  
|        |         | Ch. 1 An overview of marketing  
|        |         | Ch. 2 Strategic Planning  
|        |         | Ch. 3 Ethics, Social Responsibility |
| Week 2 | Mar. 24 | Quiz 1 (chap 1 to 3) 
|        |         | Written Assignment 1 (email before class starts)  
|        |         | Ch. 4 Marketing environment  
|        |         | Ch. 5 Developing a global vision  
|        |         | Ch. 6 Consumer decision making  
|        |         | Ch. 7 Business Marketing |
| Week 3 | Mar. 31 | Quiz 2 (chap 4 to 7)  
|        |         | Ch. 8 Market Segmentation, Targeting markets  
|        |         | Ch. 9 Market Research  
|        |         | Ch. 12 Services and nonprofit organization marketing  
|        |         | Ch. 18 Social media and marketing |
| Week 4 | Apr. 7 | Quiz 3 (chap 8,9,12,18)  
|        |         | Written Assignment 2 (email before class starts)  
|        |         | Ch. 10 Product concept  
|        |         | Ch. 11 Developing and managing product  
|        |         | Ch. 13 Supply Chain management  
|        |         | Ch. 14 Marketing channels and retailing |
| Week 5 | Apr. 14 | Quiz 4 (chap 10,11,13,14)  
|        |         | Ch. 15 Marketing communication  
|        |         | Ch. 16 Advertising, public relations and sales promotion  
|        |         | Ch. 19 Pricing Concepts  
|        |         | Ch. 20 Setting the right price |
| Week 6 | Apr. 21 | *No class* |
| Week 7 | Apr. 28 | Final Exam (ch. 1 to 20) |
11. Course Policies
It is required that everyone in class will:

- Attend all class meetings, read assigned materials, and participate in discussions.
- Raise relevant questions and contribute relevant observations to the topic being discussed.
- Demonstrate awareness of appropriate interpersonal communication and sensitivity to others.
- A laptop computer is allowed in class as long as it is used for classroom activities.
- Cell phones should be turned off or set to be “silent” or “vibrating” mode in class.
- Reasonable accommodations will be made for students with special needs.

Specifically,
1) Attendance will be recorded from the first day the class meets through the final exam. Class attendance is considered essential to the educational process. It is, thus, important that you regularly and punctually attend all class sessions. If you are going to be absent from class, prior to the beginning of the class session, you should send an email to the professor. This is the same professional courtesy that the leader of a business meeting would expect. While missing class has a negative impact on your participation grade, absences without notifying the professor in advance will be even more detrimental to your participation grade.

2) Participation is based on both quality and quantity and can happen in-class and online. You need to demonstrate that you are actively engaged in the subject matter – this can be shown through your comments and questions during our class discussions as well as you’re online posting in the Blackboard discussion board and email communication with the professor. In order to effectively participate in class, it is essential that you have prepared the assigned materials, including chapters, cases, and articles. Higher quality class participation is reflected in thoughtful and analytical comments and questions that provide evidence of your understanding and add to everyone’s learning. Quality participation moves the discussion along and contributes to our collective learning.

3) Written assignments must be typed, 12 point font, double-spaced, and 1” margins on all sides. Grammar and spelling should be thoroughly checked. They should be emailed to me prior to class as specified in the course schedule unless instructed otherwise. No late submission will be accepted.

4) Plagiarism and Academic Integrity Certificate is required before submitting any assignment. You must complete the online tutorial, "Plagiarism and Academic Integrity at UST," at http://www.stthom.edu/libtraining/ustplagiarism/ustplagiarism.htm Read the tutorial carefully and answer all quiz questions. When you have received a passing quiz score (70%), you will be allowed to fill your name in to a certificate of completion. Fill in your complete name, print the certificate, and submit it by Session 2. Keep this
certificate in case instructors from other courses require it. If you do not pass the quiz questions, you will need to retake the tutorial until you do.

5) **The grade of “F”** will be awarded in the case of academic dishonesty, such as plagiarism and cheating on the examination. It may also be given in cases where the student demonstrates no effort/preparation, obvious lack of participation, lack of professionalism or respect. In this latter case, such students will have fair warning they are on this track and given the opportunity to improve, before "F" is awarded.

### 12. Student Grading Processes:

- **Attendance and Participation** = 20 Points
- **Quiz** = 4 quizzes (30 questions - 30 Points per quiz) = 120 points
- **Written Assignments** = 2 cases – 60 points each - 120 Points
- **Final Exam** = 60 questions - 120 points

Total Points = 380

- **A** = 90.0 – 100%
- **B** = 80.0 – 89.9%
- **C** = 70.0 – 79%
- **D** = 60.0 – 69%
- **Fail** = 0 – 59.9%

### 12. Available Support Services:
- **Course-Specific Library Resources**: [http://campusguides.stthom.edu/](http://campusguides.stthom.edu/)
- **General Library Resources**: [http://www.stthom.edu/library_research/index.aqf](http://www.stthom.edu/library_research/index.aqf)
- **Learning and Writing Center (LWC)**: [www.stthom.edu/tutoring](http://www.stthom.edu/tutoring) **
- **IT Helpdesk**: Phone: (713) 525-6900 Email: [ithelpdesk@stthom.edu](mailto:ithelpdesk@stthom.edu)

**Please note that students are encouraged to consult with tutors at the Learning and Writing Center when completing assignments for this course. Based on the instructor's assessment of the student's work, the student may be required to work with the tutors at the Center to improve the student's skills.**
MISSION STATEMENT

The Cameron School of Business will serve students of diverse backgrounds, providing them the necessary professional skills for a changing global economy, and instilling in them a deep appreciation for ethical behavior as the hallmark of a successful and fulfilling business career. The Cameron School will provide its students a timely and comprehensive business curriculum, with opportunities for specialized study in major business fields. The faculty will provide quality teaching, as this is the core of our mission. As an extension of our teaching mission, the faculty will engage in scholarly activity and service to the University, the profession, and the community.

Academic Honesty Ethical conduct is essential to a community of scholars and students searching for truth. Anything less than total commitment to honesty and honorable conduct undermines the efforts of the entire community. Academic integrity lies at the very heart of any institution of higher learning. In the Cameron School of Business, students and faculty are expected to commit to a code that exemplifies each individual's honor and integrity. Any conduct that violates this standard and betrays the respect of others is a matter of grave concern and, accordingly, is deemed unacceptable.

Accommodations The University of St. Thomas abides by the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, which stipulates that no student shall be denied the benefits of an education "solely by reason of a handicap." If you have a documented disability that may impact your performance in this class and for which you may require accommodations, you must be registered with and provide documentation of your Disability to Counseling and Disability Services which is located on the second floor of Crooker Center. Contact Debbi Jones or Rose Signorello at 713-525-6953 or 713-525-3162.