CAMERON SCHOOL OF BUSINESS 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.

INSTRUCTOR

Dr. Lynn R. Godwin
Welder 227
Office: 713.525.2119
Fax: 713.525.2110
Home: 281.480.0534
E-mail: lynnbob@lynngodwin.net
godwin@stthom.edu

OFFICE HOURS (subject to change – any changes will be posted on BlackBoard)

Monday: 6:30 pm – 7:00 pm
Tuesday: 10:50 am – 12:50 pm
Thursday: 10:50 am – 12:50 pm, 4:30 pm – 7:00 pm

COURSE MATERIALS


Additional readings and material may be posted on BlackBoard.
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. Prerequisites: None.

PROGRAM GOALS AND OBJECTIVES

The Master of Business Administration has six goals. When students complete the MBA at the University of St. Thomas:

1. They will be able to effectively lead and participate in a team project.
   - Objective 1: Students can demonstrate appropriate group techniques to participate in a team task that results in effective performance.
   - Objective 2: Students can demonstrate effective leadership skills in a group project.

2. They will integrate multi-disciplinary perspectives in synthesizing and analyzing information to make sound business decisions.
   - Objective 1: Students can analyze ineffective business practices that result from poorly integrated business processes.
   - Objective 2: Students can formulate sound proposals for improving integrated business processes.

3. They will recognize current trends in the global business environment and identify opportunities for competition and collaboration.
   - Objective 1: Students can identify current trends in the global business environment.
   - Objective 2: Students can formulate how these trends can generate competitive advantage.

4. They will be able to articulate ethical behavior and standards cite relevant moral theory and provide suggestions for dealing with ethical issues
   - Objective 1: Graduates can recognize the ethical issues in a business situation.
   - Objective 2: Graduates can cite relevant ethical and moral theory in a business situation.
   - Objective 3: Graduates can apply relevant Ethical and Moral theory to provide creative suggestions to address the issue in a business situation.

5. They will be able to communicate effectively
   - Objective 1: When students complete the MBA, they can deliver a professional presentation.
   - Objective 2: Graduates can produce written materials that flow logically and are grammatically correct.

6. Graduates will demonstrate understanding of perspectives and the context of business.
   - Objective 1: When students complete the MBA, they can demonstrate management specific skills and competencies.
COURSE OBJECTIVES

The primary objective for this course is to gain an understanding of basic marketing principles and vocabulary.

This course addresses program goal 6

INSTRUCTIONAL METHOD

Instruction will primarily take place via lecture and class discussion.

Lecture and classroom discussion will address program goal 6.

TECHNOLOGY

For purposes of this course, you will need to be able to do the following:

- Retrieve data/articles from online databases
- Use email
- Use Microsoft Office
- Use Blackboard

EXAMINATIONS

There will be one final examination. The examination may be multiple-choice, true/false, short-answer, and/or essay in nature.

The examinations address program goal 6.

ATTENDANCE

Because class discussion is critical to the learning process, attendance will be recorded. This not only provides for an opportunity to participate in class discussion, but also provides a relatively easy way for you to earn points toward a higher grade. No distinction will be made between excused vs. unexcused absences. I don't need to hear reasons. I will begin taking attendance during the second week of class. Attendance will be assessed as follows:

<table>
<thead>
<tr>
<th>Absences</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>100%</td>
</tr>
<tr>
<td>1</td>
<td>90%</td>
</tr>
<tr>
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<td>75%</td>
</tr>
<tr>
<td>3</td>
<td>50%</td>
</tr>
<tr>
<td>4</td>
<td>25%</td>
</tr>
<tr>
<td>5</td>
<td>0%</td>
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**GRADING**

20% Attendance  
80% Final Examination  

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93 +</td>
</tr>
<tr>
<td>A-</td>
<td>90 - 92</td>
</tr>
<tr>
<td>B+</td>
<td>87 - 89</td>
</tr>
<tr>
<td>B</td>
<td>83 - 86</td>
</tr>
<tr>
<td>B-</td>
<td>80 - 82</td>
</tr>
<tr>
<td>C+</td>
<td>77 - 79</td>
</tr>
<tr>
<td>C</td>
<td>73 - 76</td>
</tr>
<tr>
<td>C-</td>
<td>70 - 72</td>
</tr>
<tr>
<td>F</td>
<td>Below 70</td>
</tr>
</tbody>
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**INCOMPLETES**

A grade of “I” is given only in cases of documented emergency or special circumstances late in the semester (provided that you have been making satisfactory progress). An Incomplete Grade Contract must be completed. Do not assume that if you fail to turn in work that you will get an incomplete. If you do receive an incomplete, it will be your responsibility to complete the remaining coursework in a timely manner. Failure to do so will result in the “I” being changed to an “F.”

**EXTRA CREDIT**

I do not give extra credit. **Don’t ask.** I don’t need to hear about how much you need to make a good grade…everyone else feels the same way.

**LATE ASSIGNMENTS**

I do not accept late cases/papers/assignments. **Don’t ask.** The only exception to these policies would be in the case of a documented family/medical emergency.

**ACCOMMODATIONS**

The University of St. Thomas abides by the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973. 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 Debby Jones or Rose Signorello at 713-525-6953 or 713-525-3162.
EXAMINATION POLICIES

- Bring several blue or black pens.
  - No color ink other than blue or black may be used.
  - No pencil allowed. (Implicit in this is that there is no erasing allowed.)
  - No white out or correction tape allowed.
- If the exam involves blue books, you must use the blue books I provide.
- You may not eat anything during the exam.
- You may, however, consume a tasty beverage during the exam.
- You may not leave the classroom for a restroom break during an exam.
- You may not leave the classroom for a phone call. If you are “on call” during an exam you should make other arrangements. Once you leave the room you are finished with the exam.
- Be punctual for the exam.
  - You may not arrive to take the exam after the first person has completed and left the classroom. In other words, once someone has completed the exam and left the room no one else will be allowed to begin the exam. You will receive a zero.
  - If you arrive late, you may not be allowed full time to take the exam. Once the last person (that arrived on time) leaves, the exam is over. All the exams of any students who arrived late will also be collected. Come on time.
  - Exams will not necessarily be scheduled for the entire class period.
- You may not touch/handle any of your belongings during the exam.
  - I reserve the right to ask you to place all belongings at the front of the classroom.
- No talking/whispering at all.
- No asking for hints.
- Don’t ask me if your answer looks correct.
- No electronic devices allowed during the exam.
  - This includes any type/brand of smart watch. If you have one, you will need to remove it. Failure to do so will result in a grade of zero (0) for the exam.
- No headphones (even if they are not attached to an electronic device).
- Phones must be off. No noise. No vibration.
- I reserve the right to decide where you sit during exams.
- No wandering eyes. If I see your eyes wandering I will assume you are cheating.
- If I see your hands any place other than on top of your desk I will assume you are cheating.
- No sunglasses, prescription or otherwise. I need to see your eyes.
- No caps or hats with bills.
- Don’t slam the door or leave it wide open when you leave. Be polite.
- Failure to abide by these policies will result in a zero for the exam…unless…you are cheating (see above).
CHEATING AND PLAGIARISM

Cheating and/or plagiarism are not acceptable and are not tolerated. If you are unsure what either of these mean, you probably should not be in graduate school. If I catch you cheating or plagiarizing you will receive an immediate grade of “F” for the class and I will report your behavior to the registrar’s office.
If this happens to be your second offense, you will be dismissed from the University and your transcript will note that you were dismissed for academic dishonesty. Do not do it! If you have any further questions regarding these issues I suggest you familiarize yourself with the Cameron School of Business Graduate Handbook.

SCHEDULE: (subject to change -- any changes will be posted on BlackBoard)

03/17 Introduction
  Chapter 1 – Overview of Marketing
  Chapter 2 – Developing Marketing Strategies and Plans

03/24 Spring Break

03/31 Chapter 4 – Marketing Ethics
  Chapter 5 – Analyzing the Marketing Environment
  Chapter 6 – Consumer Behavior
  Chapter 7 – Business-to-Business Marketing

04/07 Chapter 8 – Global Marketing
  Chapter 9 – Segmentation, Targeting, Positioning
  Chapter 10 – Marketing Research

04/14 Chapter 11 – Product, Branding, and Packaging Decisions
  Chapter 12 – Developing New Products
  Chapter 13 – Services: The Intangible Product

04/21 Chapter 14 – Pricing Concepts for Establishing Value
  Chapter 15 – Supply Chain and Channel Management
  Chapter 16 – Retailing and Multichannel Marketing

04/28 Chapter 17 – Integrated Marketing Communication
  Chapter 18 – Advertising, Public Relations, and Sales Promotions
  Chapter 19 – Personal Selling and Sales Management

05/05 Exam