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

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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 (for class discussion) may be posted on BlackBoard.

CATALOG DESCRIPTION

This course presents marketing problems designed to develop the student’s problem-solving and research ability for marketing decisions. Topics include market research, design and evaluation of data gathering techniques, current
trends in marketing, the marketing mix, and consumer behavior. Discussion-based, group work, cases and readings, presentations and experiential assignments are basic to the courseware. Prerequisite: MBA 5320.

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

To provide you with a deeper understanding of critical issues in marketing and to help you adopt a marketing philosophy of business.

We will address program goals 1, 2, 4, 5, & 6.

INSTRUCTIONAL METHOD
Instruction will primarily take place via lecture, presentations, and class discussion.

Lecture and classroom discussion will address program goals 2, 3, and 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

**CALL OF THE MALL PRESENTATION**

You must complete a group project as part of your experience in this class. Your group’s goal will be to prepare a presentation for the class profiling and critiquing an assigned shopping mall. You must pay one or more visits to your chosen mall. You must then make a presentation and discuss the assigned mall from the perspective of Paco Underhill’s *Call of the Mall*.

In analyzing the mall, you will utilize the following outline. In addition, your team should comment on other aspects of the mall which may not fit well within the outline’s framework.

1) Introduction (may include mall location, ease of access, etc.)
2) Mall Exterior (including exterior signage)
3) Mall Interior (general discussion, mainly focus on common areas, restrooms, hallways, etc.)
4) Store Mix (general discussion -- anchors, specialty, kiosks, targeting toward customer segments, etc.)
5) Comparison of Anchor(s) to Specialty Store(s) (at least one of each type)
   a) Entry/Windows
   b) Merchandising/Displays/Signage/Furnishings etc.
   c) Mood/Image/Odors/Sounds etc.
   d) Customers (and suitability for same)
   e) Salespeople
   f) Product Assortment
   g) Cash/Wrap
   h) Other?
6) Food Court
7) Other?
8) Conclusions

You will be graded on your presentation and your ability to answer questions posed to you by the professor and other members of the class. In addition, I will require a hard copy of any PowerPoint slides utilized during the presentation. The presentation should be approximately 30-45 minutes in length (followed by a question and answer period).

You should be aware that each member of a group will not necessarily receive the same grade. You will evaluate your team members (and they will evaluate you). If someone in your group (in my judgment) is not pulling his/her weight, they will receive a lower grade. You are encouraged to meet with me regarding possible courses of action when group problems/conflicts arise. You should not allow members of your group a free ride...it is permissible to fire someone (with my approval). Remember...only you can prevent yourself from being a doormat.
The Call of the Mall presentation addresses program goals 1, 2, 5, & 6.
**QUESTIONNAIRE DESIGN**

Individually, you must construct a questionnaire. Your questionnaire should focus on an issue or issues that originated from your mall visit findings. Although there is a due date for the questionnaire (see schedule), I anticipate it being more of a process than a project that is completed and turned in only once. You should plan on periodically submitting intermediate versions of your work. Your progress will be presented (informally) and discussed in class (informally). After the in class critique, you should plan on revising your questionnaire. This process will continue until either I am satisfied, or you run out of time (see final due date on schedule).

During the final exam period you will each present your questionnaire and answer questions regarding it. In essence, you will be making an oral defense of your completed work. You will have a little less than 10 minutes each to do so.

Questionnaire Design addresses program goals 5 & 6

**DATA CODING AND ANALYSIS**

You will be given a group of completed questionnaires. You will code the data from these questionnaires in Microsoft XL and subsequently transfer the data to SPSS. You will then label the values and variables in SPSS, complete a set of analyses, and produce a short report.

Data Coding and Analysis addresses program goals 5 & 6

**ATTENDANCE & PARTICIPATION**

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 take attendance at the beginning of each class. If you arrive late (or leave early) you will receive (at most) half credit for attendance that day.

I will begin taking attendance during the second day of class. Attendance will be assessed as follows:

<table>
<thead>
<tr>
<th>Absences</th>
<th>Grade</th>
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<tbody>
<tr>
<td>0</td>
<td>100%</td>
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<tr>
<td>1</td>
<td>100%</td>
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<tr>
<td>2</td>
<td>90%</td>
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<tr>
<td>3</td>
<td>70%</td>
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<td>4 or more</td>
<td>0%</td>
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Participation begins with attendance. You earn zero points if you do not attend class. You may miss one class period without penalty. Beginning with the second missed class, you will receive a zero for that class period’s participation grade if you do not attend.

Participation includes coming to class having read the assigned material, answering questions, asking questions, making appropriate comments, and generally contributing to (and not detracting from) the learning experience. It will be subjectively judged by the instructor.
GRADING

30% Mall Presentation (Team)
30% Questionnaire Design (Individual)
30% Data Coding and Analysis (Individual)
10% Attendance & Participation (Individual)

A 93 +  C+ 77 - 79
A- 90 - 92  C 73 - 76
B+ 87 - 89  C- 70 - 72
B 83 - 86  F Below 70
B- 80 - 82

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.

STATEMENT OF ACADEMIC INTEGRITY

Ethical conduct is essential to a community of scholars and students searching for the 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.

CHEATING & 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.

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.

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

01/19 Introduction
01/26 General Research Review and Discussion
02/02 Call of the Mall
   Mall and Team Selection
02/09 SPSS
02/16 SPSS
02/23 Summated Rating Scale Construction
03/01 Summated Rating Scale Construction
03/08 Summated Rating Scale Construction
03/15 Mall Presentations
03/22 Spring Break
03/29 Survey Questions
   Work on Questionnaires
04/05 Survey Questions
   Work on Questionnaires
04/12 Survey Questions
   Work on Questionnaires
04/19 Work on Questionnaires & Data Analysis
04/26 Work on Questionnaires & Data Analysis
05/10 Final Exam Period – 7:00 – 9:30
   Deadline for submission of questionnaires
Final presentation and critique of questionnaires