The Cameron School of Business at University of St. Thomas

1. Course Information

Course Title: Marketing Management Theory

Course number: MBA 5320  
Course Section:  
Credit. Hours: 3

Semester: Summer 2016  
Course website: Blackboard MBA 5320

Room #: Welder 117  
Days & hours: Saturday 1:00-4:45 for face-to-face sessions

Prerequisites: MBA 5X05, MBA 5X06, MBA 5X07, MBA 5X08

Instruction Mode: Classroom/Online Hybrid

2. Instructor Information

Name: Dr. Sharon Wallace

Office location: Welder 106  
FAX: 713-525-2110

Office hours: Tue Thu 3:15-5:00 and by appointment

E-mail: wallacsa@stthom.edu (Please indicate MBA 5320 in the Subject)

Emergency number: 713-525-2100 (CSB Administrative Office)

Where to leave assignments: Electronic copy on BB (TBA) + Hardcopy in class

3. Course Catalog Description

This course presents a graduate level overview of marketing principles from a strategic perspective. Topics include positioning, market intelligence, consumer behavior, marketing mix, ethics and social issues. Lectures, cases, presentations, and teamwork reinforce the concepts.

4. Program Goals and Objectives:

When students complete the MBA degree at the University of St. Thomas:

Goal 1. They will be effective communicators.
   • Objective 1: Graduates will develop and deliver a compelling oral presentation grounded in relevant information and facts.
   • 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 exhibit strong interpersonal relationships with people of other cultures.
- Objective 2: Graduates will perform global business situation analysis.

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 objectives for this course are two-fold: 1) to familiarize you with the fundamental principles of marketing management theory; and 2) to apply course material to improve thinking, problem solving, and decisions. Specifically, this course emphasizes discussing basic constructs, current events, and future trends. In addition, you will have the opportunity to apply the marketing constructs in a team or individual project to develop a complete marketing plan. Upon successful completion of this course, you will be able to:

- Analyze a specific business situation and decide upon the best course of action using the marketing strategy planning model. (Goals 3, 4, 5)
- Identify and act upon trends and provide solutions to real world marketing management problems. (Goals 3, 4, 5)
- Develop professional documents (i.e., reports, analyses) and present them professionally to aid decision makers. (Goal 1)
- Collaborate with team members and develop a comprehensive marketing plan. (Goals 2, 3)
- Identify and address ethical issues within the context of marketing management. (Goal 3)
- Develop an understanding of the global dimension of marketing (Goal 4)

6. Texts, Readings, Materials

Required text:

Required readings:
The *Wall Street Journal* ([www.wsj.com/studentoffer](http://www.wsj.com/studentoffer)). You can get the student rate of $1 per month. Just be sure to write my name in as your instructor so that they can track that.

7. Instructional methods:

This class will be using a combination of classroom and online activities, including lectures, discussions, case analysis, a potential group project, oral presentation, and written reports. Learning materials regarding the textbook chapters will be covered in the online sessions to highlight the key points in the readings. It is the student’s responsibility to read and study all assigned materials thoroughly and be prepared to participate in highly interactive discussions during in-person sessions.
8. Technology

- Online communication and collaboration;
- Online research and data retrieval;
- Use of general productivity software (e.g., Microsoft Office) to complete assignments;
- Use of BlackBoard learning platform

9. Course Tentative Schedule:

The course schedule and procedures in this course are subject to change due to circumstances and are at the discretion of the instructor. The schedule provided here is intended as a guide. Changes may be made if the opportunity for a guest speaker is presented or other changes to the schedule are needed.

<table>
<thead>
<tr>
<th>Date</th>
<th>Course Schedule</th>
<th>Assignment due</th>
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<tbody>
<tr>
<td>June 4</td>
<td>• Reflections&lt;br&gt;• Course Overview&lt;br&gt;• Value of Marketing to Consumers, Firms, &amp; Society</td>
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<tr>
<td>June 11</td>
<td>• Marketing Strategy Planning&lt;br&gt;• Evaluating Opportunities in the Changing Marketing Environment</td>
<td>Ch 1 &amp; 2, Assignment 1</td>
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<tr>
<td>June 17</td>
<td>• Focusing Marketing Strategy w/Segmentation &amp; Positioning&lt;br&gt;• Final Consumers &amp; Their Buying Behavior</td>
<td>Ch 3 &amp; 4</td>
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<tr>
<td>June 24</td>
<td>• Improving Decisions w/Marketing Information</td>
<td>Ch 5 &amp; 7, Assignment 2</td>
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<td>July 2</td>
<td>Exam 1</td>
<td>Ch 1, 2, 3, 4, 5, 7</td>
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<tr>
<td>July 9</td>
<td>• Elements of Product Planning for Goods &amp; Services&lt;br&gt;• Place &amp; Development of Channel Systems</td>
<td>Ch 8 &amp; 10, Assignment 3</td>
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<tr>
<td>July 16</td>
<td>• Promotion – Introduction to Integrated Marketing Communications&lt;br&gt;• Advertising, Publicity, &amp; Sales Promotion</td>
<td>Ch 13 &amp; 15</td>
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<tr>
<td>July 23</td>
<td>• Exam 2</td>
<td>Ch 8, 10, 13, 15</td>
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<td>July 30</td>
<td>• Pricing Objectives &amp; Policies&lt;br&gt;• Price Setting in the Business World&lt;br&gt;• Ethical Marketing in a Consumer-Oriented World: Appraisal &amp; Challenges</td>
<td>Ch 16 &amp; 17 &amp; 18, Assignment 4</td>
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<tr>
<td>August 6</td>
<td>Exam 3</td>
<td>Ch 16, 17, &amp; 18</td>
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<tr>
<td>TBA</td>
<td>Final Exam – Weakest Link Essay - Optional</td>
<td>Option to replace your lowest exam grade</td>
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10. 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, sensitivity to others, and professionalism.
- 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 at the start of every class meeting from the first day through the final exam. Two instances of incomplete class attendance (arriving late or leaving early) will count as one absence. If a student has more than one absence, the student’s final grade will drop by one letter grade level. For example, if a student’s total points add to 95%, which is an A, one additional absence (in excess of two) will result an A-, two will result in a B+, and so on.
   
a. If you are going to be absent from class due to illness or other significant reasons, send an email to the professor with legitimate documentation prior to the beginning of the class session.
   
b. If you miss a class, it is your responsibility to make sure you have read and clarified any material that was covered before coming to the next class. You may send an email to meet in person or ask (more than one) fellow classmates to be sure you understand everything covered in class.

2) **Participation** is based on both quality and quantity, including any online activity that may be assigned. You need to demonstrate that you are actively engaged in the subject matter – this can be shown through your comments and questions in class and online, as well as your communication with the professor before and after class. In order to effectively participate in class, it is essential that you have prepared the assigned materials. 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.

   *When the class is in session, discussions with your neighbors that distracts/disturbs the class will lead to penalty of participation points for each instance. Points will also be deducted for using a cell phone, MP3 player, or portable computer on unrelated work during class, as well as for demonstrating disrespect to the instructor or fellow students.*

1) **WSJ Analysis** is an important element in the course, which helps you relate the fundamental constructs to current events in the real world and gain insights in the future trend of the industry. **EVERY student is expected to come to EVERY CLASS prepared to discuss at least one article from the Wall Street Journal.** Students will be randomly selected to present WSJ each day.

   Each article reflection paper will be due by the in-class sessions on selected dates specified on the course schedule. Your paper should be written as mini-case analysis and must include the following information: the title of the article, link to WSJ website, time published, at least one image or video, and your own analysis of the article. Proper analysis requires that you summarize the article in an organized way (i.e., don’t copy it or give just minimal information) and explain your interest in the topic, relevance to this class, application of marketing constructs, and implications to other businesses, etc. **PLEASE focus on the application to materials we have studied and explain how you believe the topic will fit something we will be studying in marketing management theory.**

3) **Chapter Assignments** will be posted periodically on Blackboard along with PowerPoint slides regarding the specific chapters. Students will be given specific instructions for assignments to certain chapters. If instructed to do so for a particular chapter in our Blackboard space, you must submit your chapter assignments on Blackboard by the end of the online session and bring a hard copy to the in-person session. This ensures that learning takes place online and students are prepared to discuss the topics in class.
4) **Potential Team Project:** If time permits, a team project will be assigned.

   a. **Peer Evaluation Form:** Each team member is required to submit a peer evaluation by the time of preliminary and final personality to report the contribution of everyone in the team to the project. Your grades on team projects will be adjusted by peer evaluations of your efforts in the project.

5) **Assignments:** The students will have four written assignments to complete in the semester. Each assignment should be typed and submitted on its due date using (platform TBA). Students are responsible for following the guidelines for each assignment. The specific instructions for submitting each assignment will be announced with the assignment. Two points or more will be deducted for disregarding the submission guidelines for assignments. Content and format of your response along with the originality are very important components of your grade for the assignments.

6) **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.

**11. Student Grading Processes:**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Exams (3 highest grades of 3 exams and optional essay)</td>
<td>100 each x 3 = 300 points</td>
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<tr>
<td>Quizzes (3 highest grades)</td>
<td>20 each x 3 = 60 points</td>
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<tr>
<td>Assignments</td>
<td>20 each x 4 = 80 points</td>
</tr>
<tr>
<td>Participation, attendance</td>
<td>60 points</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>500</strong></td>
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**Note:**

Extra credit opportunities will NOT be provided on an individual basis but rather offered to the entire class if necessary. The instructor may or may not provide extra credit opportunity in this course. If provided, extra credit opportunities will be in the form of assignments or pop quizzes for which you should do well and/or be present to earn extra credits.

Course grades will be based on the distribution below:

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<tr>
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<tbody>
<tr>
<td>A (93%)</td>
<td>465 – 500</td>
<td>C+ (77%)</td>
<td>385 – 400</td>
</tr>
<tr>
<td>A- (90%)</td>
<td>450 – 465</td>
<td>C (73%)</td>
<td>365 – 385</td>
</tr>
<tr>
<td>B+ (86%)</td>
<td>430 – 450</td>
<td>C- (70%)</td>
<td>350 – 365</td>
</tr>
<tr>
<td>B (83%)</td>
<td>415 – 430</td>
<td>F (69%)</td>
<td>&lt; 350</td>
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12. Available Support Services:

- **Campus Guide:** [http://campusguides.stthom.edu/cameron](http://campusguides.stthom.edu/cameron)
- **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.

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**The Cameron School of Business at University of St. Thomas**

**CSB Mission Statement**

Inspired by the Basilian Fathers’ motto of Goodness, Discipline and Knowledge, the Cameron School of Business provides a comprehensive, high quality, ethically oriented business education to a diverse student body enabling graduates to serve as leaders of faith and character in a global economy.

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**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.

All work submitted/presented for this course must be the original work of the student(s). Since the goal of college-level work is to bring your idea(s) to the forefront of your submission—with the research acting to inform and support your ideas—excessive use of direct source quotations and material from external sources must be avoided. All source material must be cited even if you are not presenting direct quotes.

The penalty for an incident of academic dishonesty is, at the discretion of the professor, either a mark of zero for the work in question or the grade of F for the course.

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**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 Debby Jones or Rose Signorello at 713-525-6953 or 713-525-3162.

Any student with a documented disability needing academic adjustments or accommodations is requested to speak with me during the first two weeks of class. All discussions will remain confidential.