The Cameron School of Business at University of St. Thomas

1. Course Information

**Course Title:** Fundamentals of Marketing  
**Course number:** MBA 5X08  
**Course Section:** 1736  
**Credit Hours:** 1.5  
**Prerequisites:** None  
**Semester:** Spring 2014  
**Room #:** Strake 107  
**Days & hours:** Thursday 7 PM 9:45 PM  
**Course website:** Blackboard

2. Instructor Information

**Name:** Richard Heagy  
**Office location:** Welder 201  
**Office Phone:** 970-430-5325  
**Office hours:** Thursday 6:15-6:55 PM, and other times by appointment  
**E-mail:** Heagyr@stthom.edu  
**Emergency number:** Where to leave assignments: Blackboard

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. Prerequisites: None.

4. Program Goals and Objectives:

The Masters of Business Administration program has five 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

Required text citation: Contemporary Marketing, by Boone n& Kurtz. (Older editions acceptable.)
Additional readings may be made available on BlackBoard.

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. The online component requires student to participate in Adobe Connect virtual classroom.
8. Technology

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

9. 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.

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Mar 6</th>
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<tbody>
<tr>
<td>Introduction. Syllabus. Student Information Sheet</td>
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<tr>
<td>Ch. 1 An overview of marketing</td>
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<td>Ch. 2 Strategic Planning</td>
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<td>Ch. 3 Ethics, Social Responsibility</td>
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<td>Ch. 4 E-Business</td>
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<tr>
<th>Week 2</th>
<th>Mar 13</th>
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<tbody>
<tr>
<td><strong>Academic integrity certificate due via BB prior to class</strong></td>
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<tr>
<td>Ch. Business- to-Business</td>
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<td>Ch. 5 Consumer Behavior</td>
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<th>Week 3</th>
<th>Mar 20</th>
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<tr>
<td>Ch. 7 Global Marketing</td>
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<td>Ch. 8 Market Research &amp; Forecasts</td>
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<td>Ch. 9 Market Segmentation, Target Markets, Positioning</td>
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<tr>
<td><strong>First Exam</strong></td>
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<th>Week 4</th>
<th>Mar 27</th>
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<tr>
<td><strong>Assignment 1 due In Class Fair Trade Coffee</strong></td>
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<tr>
<th>Week 5</th>
<th>April 3</th>
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<tr>
<td>Ch. 10 Relationship Marketing</td>
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<td>Ch. 11 Product and Service Strategies</td>
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<td>Ch. 12 Developing Brand and Product Strategies</td>
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<table>
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<tr>
<th>Assignment 2 due in class Micro Credit</th>
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<tr>
<td>Ch. 13 Marketing Channels &amp; Supply Chains</td>
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<td>Ch. 14 Retailers, Wholesalers, Direct Markets</td>
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<td>Ch. 16 Advertising and Public Relations</td>
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Week 6  
April 10  Ch 17 Personal Selling & sales Promotion  
Ch 18 Pricing Concepts  
Week 7  Ch 19 Pricing Strategies  
April 24 Ch 19 Pricing Strategies  
Week 8  
May 1  2nd Exam

Classroom Micro Lending project and Fair Trade Coffee Survey  
To date we have participated in 120 Micro Credit loans in 37 countries. We have just over a 99% repayment rate working through kiva.Org. You participate in selecting the recipients of these loans using methods we study in classroom analyzing research methods, demographic data, psychographic data, channel distribution methods, product and service methods, and current international and cultural issues. Our Fair Trade Coffee Survey is a longitude survey in its 6th year measuring changes in buying attitudes toward paying premium in cause motivated purchasing.

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 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 submitted via BlackBoard 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.ssthom.edu/libtraining/ustplagiarism/ustplagiarism.htm](http://www.ssthom.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.

11. **Student Grading Processes:**

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<tr>
<th>Component</th>
<th>Points</th>
<th>Grade Range</th>
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<tbody>
<tr>
<td>Attendance and Participation</td>
<td>50 Points</td>
<td>90.00 – 100% A</td>
</tr>
<tr>
<td>Take-home Assignments</td>
<td>50 Points</td>
<td>80.00 – 89.9% B</td>
</tr>
<tr>
<td>Exams</td>
<td>400 Points</td>
<td>70.0 – 79.9% C</td>
</tr>
<tr>
<td>TOTAL</td>
<td>500 Points</td>
<td>0 – 69.9% Fail</td>
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12. **Available Support Services:**
Course-Specific Library Resources: http://campusguides.stthom.edu/
General Library Resources: http://www.stthom.edu/library_research/index.aqf
Learning and Writing Center (LWC): www.stthom.edu/tutoring  **
IT Helpdesk: Phone: (713) 525-6900 Email: ithelpdesk@stthom.edu
In-Meeting Support: 800-42-ADOBE (800-422-3623); Technical Support: 800-422-3623;

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

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