The Cameron School of Business at University of St. Thomas

Course Information

Course Title: Fundamentals of Marketing  
Course Number: MBA 5X08  
Prerequisites: None  
Room #: Malloy 014  

Course Section:  
Semester: Fall 2016  
Credit Hours: 1.5  
Website: blackboard  

Instructor Information

Dr. Sharon Wallace  
Welder 106  

email: wallacsa@stthom.edu (use your UST student email account only)  
Office hours: By appointment

Required Course Materials


Suggestions for further study: I highly recommend that students read business magazines and periodicals such as Wall Street Journal (there is a special student rate), Financial Times (limited free online access through the campus library), and Harvard Business Review. Class discussions, team activities, and the final exam will involve connecting knowledge of current events in and affecting the business world to management theory covered in this 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.

Program Goals and Objectives

The Master of Business Administration program 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.
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 Learning Objectives

The primary objective for this course is to gain and demonstrate an understanding of basic marketing principles and terminology addressed in the assigned reading and lectures. This course addresses program goal 6.

Instructional Method

Instruction will take place via lecture, class discussion, and group activities. This is a highly compressed semester. The student is responsible for reading all assigned chapters in advance of each lecture and demonstrating comprehension of the material in class discussions, assignments, and examinations.

Course Policies

- Students will attend all class meetings, read assigned materials, and participate in discussions and group activities that include teamwork and presenting to the class.
- Students will contribute relevant observations to the topic being discussed.
- Students will demonstrate awareness of appropriate interpersonal communication and respect to fellow students and instructor and refrain from disruptive behavior.
- Laptop computers, mobile phones, smart watches, etc., are prohibited in the classroom.
- Reasonable accommodations will be made for students with special needs.* (see page 6)

Technology

For the purposes of this course, students need to be able to do the following:
- Retrieve data/articles/study materials from online sources
- Use email effectively and respectfully
- Use Microsoft Office business tools (i.e., MS Word, Excel, PowerPoint)
Schedule: (subject to change at the discretion of the instructor):

10/15 Introduction
   - Chapter 1 – Overview of Marketing
   - Chapter 2 – Strategic Planning for Competitive Advantage
   - Chapter 3 – Ethics and Social Responsibility
   - Team Activity

10/22 Chapter 4 – The Marketing Environment
   - Chapter 6 – Consumer Decision-Making
   - Chapter 8 – Segmenting and Targeting Markets
   - Chapter 9 – Marketing Research
   - Team Activity

11/05 Chapter 10 – Product Concepts
   - Chapter 11 – Developing and Managing Products
   - Chapter 12 – Services and Nonprofit Organization Marketing
   - Team Activity

11/12 Chapter 13 – Supply Chain Management and Marketing Channels
   - Chapter 14 – Retailing
   - Chapter 15 – Marketing Communications
   - Team Activity

11/19 Chapter 16 – Advertising, Public Relations, and Sales Promotion
   - Chapter 18 – Social Media and Marketing
   - Chapter 19 – Pricing Concepts
   - Team Activity

12/10 Exam – Chapters 1, 2, 3, 4, 6, 8, 9, 10, 11, 12, 13, 14, 15, 16, 18, & 19
**Examinations**

There will be one exam, which may be multiple-choice, true/false, short-answer/discussion, and/or essay in nature.

For a refresher in writing mechanics, see: [https://owl.english.purdue.edu/owl/section/1/4/](https://owl.english.purdue.edu/owl/section/1/4/). If you need additional assistance with writing or reading comprehension skills, you are encouraged (and may be directed) to avail yourself of the university’s tutorial services through the Learning and Writing Center (LWC): [www.stthom.edu/tutoring](http://www.stthom.edu/tutoring).

**Grading**

.2 x 100 Points for Attendance/Participation (5 class meetings x 20 points)**

.8 x 100 Points for Final Examination

100 Points Possible for Course

Final course grade will be based on the following:

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<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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<tr>
<td>A</td>
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<tr>
<td>A-</td>
<td>90</td>
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<tr>
<td>B+</td>
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<td>B</td>
<td>83</td>
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<td>C+</td>
<td>77</td>
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<td>C</td>
<td>70</td>
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</tbody>
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**Attendance**

Class discussion is critical to the learning process, so attendance will be recorded from the first class meeting, and quality of participation in discussions and activities will be noted. Attendance, participation, and respectful behavior are required and are easy ways to improve your grade.

**No distinction is made between excused vs. unexcused absences, and a maximum of two absences will be permitted. For each of the first two absences, 20 points will be deducted from the attendance/participation grade. Three or more absences will result in a failing grade for the course. Each instance of tardiness will count as .5 absences. One instance of disrespectful or disruptive behavior will count as one absence. Repeated instances will result in the student’s expulsion from the course and a failing grade.**

**Incompletes**

A grade of “I” is given only in cases of well documented emergency or special circumstances late in the semester provided the student is making satisfactory progress and with the instructor’s approval. An Incomplete Grade Contract must be completed by the student. If you 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**

If offered, it will only be offered to the entire class. No extra credit will be given to individuals.
Examination Policies

- Do not be late. The doors will be closed and locked when the exam starts.
- Be quiet and respectful of others.
- You may not eat anything during the exam.
- No “cheat sheets” or other notes pages may be used during the exam.
- Do not give the appearance of cheating or attempting to cheat. For example:
  - Do not ask for hints or whether your answer looks correct.
  - You may not leave the classroom during the exam unless the instructor has arranged an official break for everyone in advance.
  - You may not touch/handle any of your belongings during the exam.
  - No talking, whispering, semaphore, etc.
  - No wearable electronic devices, including smart watches, headphones, etc.
  - Phones must be shut down and stowed out of sight.
  - I reserve the right to decide where you sit.
  - Keep your eyes on your own paper and your hands on top of your desk.
  - No sunglasses, prescription or otherwise.
  - No caps or hats with bills.
- Failure to abide by these policies will result in a zero for the exam.

Cheating and Plagiarism

Cheating and/or plagiarism are not acceptable and are not tolerated. If you are caught cheating or plagiarizing, you will receive an immediate grade of “F” for the course, and your behavior will be reported to the registrar’s office. If you have any further questions regarding these issues, please familiarize yourself with the Cameron School of Business Graduate Handbook.

Be aware that the Internet is accessible to your professors and the administration. If you can find something online, then you can be fairly certain that we can too. Think about it.
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. 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.

* Appropriate documentation for accommodations must be presented to me no later than the second class meeting.