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

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

Monday: 10:00 – 12:00
Tuesday: 10:00 – 11:00, 12:15 – 1:15
Wednesday: 6:00 – 7:00
Thursday: 10:00 – 11:00, 12:15 – 1:15

COURSE MATERIALS


Cases are available for purchase at the following link:
http://cb.hbsp.harvard.edu/cbmp/access/60285904

Other readings and material will be posted on BlackBoard.
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. Prerequisites: MBA 5302, 5305 (if required by CSB at time of admission).

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 a deeper understanding of the strategic tools available as a marketer.

NOTE: The CSB Comprehensive Test for the MBA program is a comprehensive test on all subjects covered in the MBA program and will be administered in the capstone course of the MBA program. Questions on topics from the core/required courses – including this course - will appear on the CSB Comprehensive Test.

This course addresses program goals 2, 3, 4, and 5.

Class will consist of lectures, discussion, and case analyses. All PowerPoints presented in class will be available on BlackBoard.

INSTRUCTIONAL METHOD

Instruction will primarily take place via lecture and class discussion.

Lecture and classroom discussion will address program goals 2, 3, and 4.

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

EXAMINATION

There will be an examination which will focus on your comprehension of the readings and other material presented in class. The exam will be essay in nature.

The examination address program goal 6.
CASES

You must turn in a written discussion of two cases during the course of the semester. Please see the class schedule for the date each case write-up is due.

- Cases must be typed.
  - No hand-written cases will be accepted.
- Grammar and spelling will count. (I will deduct up to one letter grade for grammar and spelling.)
- Cases must be stapled in the upper left-hand corner.
- Number the pages in each case.
- Do not put your cases in a binder or notebook.
- You may write in paragraph or outline form.
- No, I will not look at or grade your case prior to the due date. I don’t grade them twice.
- **No late cases will be accepted-- if you can't get it to me before the due date…do not bother.**
  - Cases (hard copies) will be turned in at the beginning of class on the due date (see schedule). If I do not receive the hard copy of the case by the beginning of class, I will deduct ten points from your case grade.
  - You must also submit an electronic copy via email and another copy via turnitin.com before the beginning of class on the due date. (If you do not, I will deduct ten points from your case grade if I do not receive it via email and another ten points if I do not receive it via turnitin.com.)
    - Electronic copies should be in MS Word format (.doc, .docx). PDF files are not acceptable. Do not send them to me. If you send me a PDF file I will deduct ten points from your case grade.
    - Turnitin.com class id is 14552585 and the password is MBA5320
      - If the case is not submitted through turnitin.com by the time class begins, you will receive a zero for the case. I will attempt to upload your case myself. If I am successful, I will only deduct ten points from your case grade. If I am not successful, you will receive a zero for the case.
  - I must receive at least one version of your case prior to the start of class or you will receive a zero for the case.
- More information (specific to a given case) will be provided when each case is distributed.

Cases address program goals 2, 3, 4, 5, and 6.
MARKETING PLAN

You will, as part of a group, develop a marketing plan for an assigned organization/entity. Your group will present its work to the sponsoring organization near the end of the semester. Each presentation will last approximately 30 minutes and will be followed by a question and answer period. As part of the presentation, you must provide me (and the representatives of the sponsor) with copies of any visual aids and/or slides used in your team’s presentation.

You will be assessed on your strategic thinking, ideas, visuals, and individual presentation skills. Group members will not, therefore, receive identical grades.

The marketing plan addresses program goals 1, 2, 3, 5, and 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 day 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>100%</td>
</tr>
<tr>
<td>2</td>
<td>90%</td>
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<tr>
<td>3</td>
<td>70%</td>
</tr>
<tr>
<td>4 or more</td>
<td>0%</td>
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</tbody>
</table>

GRADING

20% Examination
20% Case 1
20% Case 2
30% Marketing Plan & Presentation
10% Attendance

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

GROUP/TEAM BEHAVIOR

Any (and all) group/team meetings should be documented. I expect you to keep minutes...not long minutes...a paragraph will do. Simply record who attended (or who was on the phone) and write a brief paragraph relating to what was accomplished or discussed. Failure to turn in minutes of your meetings/conversations will adversely impact your grade. One set of minutes per team.

You should be aware that each member of a group/team 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 or is behaving in an un-professional manner, 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. Social loafing is not acceptable.

Examples of problematic group/team behavior include (but are not limited to):

- Being uncooperative
- Not doing your share of the work (or assigned work)
- Not showing up to group meetings (or showing up late)
- Not responding in a timely manner to e-mails, texts, and phone calls
- Monopolizing group time
- Making negative comments about other members’ contributions instead of providing constructive feedback
- Not listening respectfully to the opinions, ideas, and feedback of others
- Getting upset when others don’t follow your suggestions
- Being too assertive, aggressive, or intimidating other group members
- Thinking you are the boss and forgetting it’s a team and, ultimately, a democracy
- Cheating and plagiarism
- Treating other members of the group (or competing groups poorly) and/or behaving unprofessionally by gossiping, making derogatory statements and so on.
- Screaming and yelling
- Generally going nuts
- Frightening other team members because you are screaming and going nuts
- Not taking victory (and defeat) with grace

Ultimately, if you don’t get along, you will be gone. If you are unsure about your behavior, consult the other members of your team/group. Remember, if everyone tells you that you are sick, you had best lie down.
EXAMINATION POLICIES

- Bring several blue or black pens.
  - No color ink other than blue or black may be used.
  - No pencil 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.
- 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.
- 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.
- No sunglasses, prescription or otherwise. I need to see your eyes.
- No caps or hats with bills.
- Failure to abide by these policies will result in a zero for the exam…unless…you are cheating (see above).
SCHEDULE:  (subject to change -- any changes will be posted on BlackBoard)

Week 1
01-25  Introduction

Week 2
02-01  Definitions, Marketing’s Role, and Ethics
       Read – Dangerous Territory: The Societal Marketing Concept Revisited (BB)

Week 3
02-08  Marketing Myopia
       Read – Marketing Myopia (Book)

Week 4
02-15  Marketing Environment
       Read – Ries and Trout 1-4

Week 5
02-22  Research
       Read – The One Number You Need to Grow (Book)
       Ries and Trout 4-8

Week 6
03-01  Buyer Behavior
       Read – Branding in the Digital Age (Book)
       Consumer Behavior: Yesterday, Today, and Tomorrow (BB)

Week 7
03-08  Case 1 – Customer Relationship Management: The Tudor House Makes Amends
       The Marketing Plan
       Read – Ries and Trout 9-12

Week 8
03-15  Spring Break

Week 9
03-22  Segmentation, Targeting, & Positioning
       Read – The Female Economy (Book)
       Ries and Trout 13-16
Week 10

03-29  Products and Services
        Read – *The Brand Report Card* (Book)
        *Ries and Trout* 17-20

Week 11

04-05  Promotion
        Read – *Getting Brand Communities Right* (Book)
        *Ries and Trout* 21-22

Week 12

04-12  Retailing and Personal Selling
        Read – *Ending the War Between Sales and Marketing* (Book)

Week 13

04-19  **Case 2 – Target Corporation: The Grocery Business in the Bulls Eye**
        Pricing
        Read – *The Tragedy of the Commons* (BB)

Week 14

04-26  Open (this does not mean we will not have class)

Week 15

05-03  Presentations (Tentative – probably the date will change…and…it may not even fall on a Wednesday)

Final Exam Period

05-10  Examination Period – Final Exam (7:00 – 9:30) (Tentative)