The Cameron School of Business at University of St. Thomas

1. Course Information

Course Title: Fundamentals of Marketing

Course number: MBA 5X08

Credit hours: 1.5

Semester: Summer 2017

Course Section: N

Room #: TBA

Days & hours: Sat. 1:00 – 4:45

BlackBoard site: MBA 5X08

Hybrid Format – This course will be delivered as a hybrid course, with approximately 50% of the content delivered online. This does not mean online lectures. Most online content will consist of self-directed learning using a variety of tools and assessments.

2. Instructor Information

<table>
<thead>
<tr>
<th>Name</th>
<th>Dr. John Story</th>
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<tbody>
<tr>
<td>Office</td>
<td>Welder 226</td>
</tr>
<tr>
<td>Phone</td>
<td>713-525-2139</td>
</tr>
<tr>
<td><em>Cell</em></td>
<td>208-220-2631</td>
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<tr>
<td>Primary E-mail:</td>
<td><a href="mailto:storyjw@stthom.edu">storyjw@stthom.edu</a></td>
</tr>
<tr>
<td>Secondary E-mail:</td>
<td><a href="mailto:johnwstory@gmail.com">johnwstory@gmail.com</a></td>
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</tbody>
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Use the stthom e-mail FIRST. If you do not get a response, feel free to follow up using the g-mail address.

I do accept text messages on my cell phone. Be sure to identify yourself in the text, as only a phone number usually shows up. If you really need to talk to me, send me a text with a call-back number and a couple of times.

Office Hours:

In-person: Typically Saturdays before class. Office Hours are posted on my office door and on Blackboard.

Online: Most afternoons are available. See Blackboard for specific times, or e-mail for an appointment.
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.

4. Program Goals
MBA Learning Goals & Objectives
The Masters of Business Administration program has six 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 exhibit strong interpersonal relationships with people of other cultures.
   Objective 2: Graduates will perform a 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
- Introduce the marketing mix, marketing strategy, and the role of research in developing those. (Goals 6, 5)
- Introduce the relationship between basic statistics concepts and marketing strategy. (Goals 6, 5)
- Reinforce the ethical implications of marketing. (Goal 3)

6. Texts, Readings, Materials

Recommended

Foundations of Marketing, 7th Edition (Previous Editions would also work)

William M. Pride; O. C. Ferrell

Required reading:

The textbook is highly recommended reading. There may be other materials made available through Blackboard

7. Instructional methods:
This class will use a combination of lecture, in-class discussions, online learning tools, and assignments to facilitate student learning.

8. Use of Technology (Most, or all, of these will be used in this course.)

   1) Online data retrieval and/or research
   2) Online communication or collaboration
   3) Use of general productivity software (e.g., Microsoft Office) to complete assignment
   4) Use of specialized software to complete assignments
   5) Use of BlackBoard learning platform
   6) IT itself is the subject matter of assignment

9. Course Tentative Schedule:

This is a tentative schedule, which will almost certainly change. The schedule will be posted and updated in Blackboard.

<table>
<thead>
<tr>
<th>DAY</th>
<th>DATE</th>
<th>FORMAT</th>
<th>ACTIVITY</th>
<th>CONTENT</th>
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</thead>
<tbody>
<tr>
<td>Sat</td>
<td>3-Jun</td>
<td>In-Person</td>
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<tr>
<td>Sat</td>
<td>10-Jun</td>
<td>In_Person</td>
<td></td>
<td>Quiz 1</td>
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<tr>
<td>Sat</td>
<td>17-Jun</td>
<td>Online Only</td>
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<tr>
<td>Sat</td>
<td>24-Jun</td>
<td>In_Person</td>
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<td>Quiz 2</td>
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<tr>
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<tr>
<td>Sat</td>
<td>1-Jul</td>
<td>Online Only</td>
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<tr>
<td>Sat</td>
<td>8-Jul</td>
<td>In_Person</td>
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<td>Quiz 3</td>
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<tr>
<td>Sat</td>
<td>15-Jul</td>
<td>Online Only</td>
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The above schedule and procedures in this course are subject to change based on the progress we make in class, opportunities for guest speakers or attendance at topical events, and in the event of circumstances beyond the instructor's control. The most up-to-date schedule is the one on Blackboard.

**Assignments:**
Assignments will be posted to Blackboard and submitted online

**10. Course Policies**
- Attendance/lateness: Be on time! Arriving after class has begun counts as half an absence.
- Class Participation: Class participation is not only encouraged, it is required. In order to earn full credit for class participation, you must miss no more than one class and must actively participate in class discussions.
- Exams: There will be a final exam at the end of the course.
- Quizzes: There will be several quizzes. I will drop your lowest quiz grade. If you are absent for a quiz, that will be the grade that is dropped.
- Make-up Exams: There are no makeup exams in this class. Optional exam times for the final exam will be offered only in the case of extreme emergency beyond the student’s control or in compliance with special accommodations. PLAN AHEAD to take the final at the scheduled time.
- Assignments: Most assignments will be assigned and submitted on Blackboard. Assignments due on Blackboard must be submitted by Blackboard, not by e-mail or in hard copy. If it is not in Blackboard, it effectively was not turned in. Late assignments may be accepted, at the professor’s discretion, and with a significant penalty.
- Cell phones, electronic media: During lectures and exams: Turn off cell phones and similar devices and please **avoid them during class**. We all send the occasional text during a meeting, but extensive use of text or e-mail during class will reduce participation credit. Cell phone calculators are not permitted on exams. I-Pods and similar devices must be put away as well.
- Academic dishonesty will not be tolerated. Cheating will result in a grade of F for the class. Plagiarism may result in a grade of 0 for the assignment, 10% grade reduction, or F in the class, at the professor’s discretion. Copying and pasting material from the Internet into an assignment, without credit being given to the source, will result in a grade of F in the class.

**11. Student Grading Processes: (including weighting of factors)**
- Exam: 30%
- Assignments: 20%
- Quizzes: 40%
- Participation: 10%
The grading scale below indicates the ranges for specific letter grades.

<table>
<thead>
<tr>
<th>BBA Grade</th>
<th>Numerical Grade</th>
<th>MBA Grade</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100</td>
<td>A</td>
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<tr>
<td>A-</td>
<td>90-92</td>
<td>A-</td>
</tr>
<tr>
<td>B+</td>
<td>87-89</td>
<td>B+</td>
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<tr>
<td>B</td>
<td>83-86</td>
<td>B</td>
</tr>
<tr>
<td>B-</td>
<td>80-82</td>
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<td>C+</td>
<td>78-79</td>
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<tr>
<td>C-</td>
<td>70-72</td>
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<td>65-66</td>
<td>F</td>
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<tr>
<td>F</td>
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12. Available Support Services:

- **Tutorial Services Center (TSC)**
  The Tutorial Services Center offers assistance to all current UST students in a variety of content areas, including academic subjects, general concepts, and writing skills. Tutors are available anytime the center is open. The TSC offers on-site tutoring, online tutoring, and tutorial workshops. Office hours and schedules can be found at http://www.stthom.edu/public/index.asp?page_ID=100289. Please contact the center at 713-525-3878 or tutoring@stthom.edu.

- **CSB Tutorials**
  The Cameron School of Business offers tutoring in business subjects. Please visit http://libguides.stthom.edu/cameron (under the “CSB Tutorial Services” tab) for the most current tutorial schedule and available subjects.

- **Information Technology Services**
  The UST IT Solution Center offers assistance with technical issues related to general computer issues, software, email, passwords, MyStThom, and blackboard. Manuals, contact information, and discounted software and hardware purchase information may be found at http://www.stthom.edu/Offices_and_Services/Information_Technology/Index.aqf.
The Cameron School of Business at the University of St. Thomas

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.

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.
The tests/exams will be individual efforts. Student may work together on homework assignments, but must submit their own assignments.
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.

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 Crocker 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.