The Cameron School of Business at University of St. Thomas

1. Course Information

Course Title: Marketing Management Theory

Course number: MBA 5320  Course Section: N (1931)  Credit Hours: 3

Semester: Spring 2018  Room: Welder 117

Days & hours: W 7:00 - 9:45

Blended/Hybrid Format: This course will be delivered in a blended, or hybrid, format. This means that about 50% of course content will be delivered online, as opposed to in a traditional classroom setting.

Web page/BlackBoard site: Strategic Marketing on Blackboard

Prerequisites: MBA 5X05, MBA 5X06, MBA 5X07, MBA 5X08  (if required by Cameron School of Business at the time of admission).

2. Instructor Information

Name: John Story  Office location: Welder 226  Office phone: 713 525 2139

Office hours: Office hours will be flexible, to match hybrid course meetings, in most cases they will be:
M W 1:30 – 3 and 4:30 – 6:30, Th 4 – 5:30, or by appointment
Online – T F 9 am – 11 am, T 9 – 11 pm as needed, e-mail for appointment and link.

Getting in touch with me:
1) E-mail storyjw@stthom.edu
2) E-mail johnwstory@gmail.com (use the stthom e-mail first)
3) Skype John.Story91
4) Cell phone 208-220-2631 – you may text or call, but this is meant for emergencies. This phone is typically on 24 hours and I may not be happy about late-night calls. When texting, identify yourself in the text.

Where to leave assignments: All assignments will be submitted electronically.

Emergency phone: 713-525-2100

E-mail: storyjw@stthom.edu  Alternate: johnwstory@gmail.com

3. Course Catalog Description

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

4. Program Goals:
   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 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 as a philosophy for doing business. 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 the art of each topic, with emphasis on discussing controversial issues, innovations, and future trends.

At the end of this course, you will:

- Analyze, using the tools of strategic marketing, a specific business situation and decide upon the best course of action. (Goals 2, 3, and 5)
- Identify and act upon trends and provide solutions to real world strategic marketing problems. (Goals 2, 3, and 4)
- Identify and address ethical issues within the context of strategic marketing. (Goals 2 and 3)
- Develop professional documents (i.e., reports, analyses) and present them professionally to aid decision makers. (Goal 1)
Apply strategic marketing techniques to improve the marketing function of an entity. (Goals 3, 4, and 5)
Work in a team to analyze a strategic marketing problem. (Goal 2)
Develop an understanding of the impacts of globalization on strategic marketing. (Goal 4)

6. Texts, Readings, Materials

Recommended:

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

William M. Pride; O. C. Ferrell

*ISBN-10: 1-305-40576-5*


7. Instructional methods:

The core principles of marketing are available online in Blackboard. There will be limited lecture over key concepts. Class time will be used for application of concepts, models, and theories.

8. Technology

This course will use some or all of these:

1) Online data retrieval and/or research;
2) Online communication or collaboration;
3) General productivity software (e.g., Microsoft Office) to complete assignments;
4) The BlackBoard learning platform;
5) IT itself as the subject matter of assignments.

9. Course Tentative Schedule:

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Activity</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>24-Jan</td>
<td>First Class</td>
<td></td>
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<tr>
<td>2</td>
<td>31-Jan</td>
<td>Online Only</td>
<td></td>
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<tr>
<td>3</td>
<td>7-Feb</td>
<td>Quiz 1</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>14-Feb</td>
<td>Online Only</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>21-Feb</td>
<td>Quiz 2</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>28-Feb</td>
<td>Online Only</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>7-Mar</td>
<td>Quiz 3</td>
<td></td>
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<tr>
<td>8</td>
<td>14-Mar</td>
<td>Spring Break</td>
<td></td>
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<tr>
<td>9</td>
<td>21-Mar</td>
<td>Quiz 4</td>
<td></td>
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<tr>
<td>10</td>
<td>28-Mar</td>
<td>Online Only</td>
<td></td>
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<tr>
<td>11</td>
<td>4-Apr</td>
<td>Quiz 5</td>
<td></td>
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<tr>
<td>12</td>
<td>11-Apr</td>
<td>Online Only</td>
<td></td>
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<tr>
<td>13</td>
<td>18-Apr</td>
<td>Quiz 6</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>25-Apr</td>
<td>Online Only</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>2-May</td>
<td>Last Class</td>
<td></td>
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<tr>
<td>16</td>
<td>9-May</td>
<td>Final Exam</td>
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</tbody>
</table>

"The above schedule and procedures in this course are tentative and are likely to change. These may change in the event of circumstances beyond the instructor's control, because of developments in the course, or at student request."

10. Course Policies

- **Attendance/lateness**
  - Attendance at the in-person meetings is mandatory and participation in those classes will be a substantial portion of your grade. Arriving late is strongly discouraged, as it is disruptive and limits your time to take the quizzes. Arriving late will reduce your participation grade.

- **Class participation**
  - Participation is not synonymous with attendance. To earn full participation credit you need to be prepared and demonstrate your preparation with comments and questions. Weekly topics will be posted and students may be selected at random to explain those topics to the class.

- **Quizzes**
  - There will be several short quizzes during the semester. Most of them will be announced in advance. They will consist of one, or more, short answer questions and a few multiple choice questions.
  - Your lowest quiz grad will be dropped, as long as you have taken all of the quizzes. If you miss a quiz, due to absence, that will be the quiz to be dropped.
• **Make-up exams/quizzes**
  o There are no makeup exams or quizzes. The final exam is mandatory. Plan now to be able to take the final exam at the scheduled time.
  o If you have a documented emergency, you may miss one quiz with no penalty, but that is the quiz grade I will drop.

• **Assignments**
  o Assignments are due by midnight on the dates indicated on Blackboard or announced by the instructor, unless another deadline is specified. After that deadline, assignments will not be accepted. In cases of extreme emergency late assignments may be accepted at the discretion of the professor, with penalty. **No makeup assignments are offered.**
  o They should be submitted in a form that facilitates easy editing, such as Microsoft Word, PowerPoint, rtf, or txt. If you produce documents that cannot be opened on a PC running the latest version of Microsoft Office, you are responsible for converting them before they are submitted.

• **Communication**
  o This is a graduate class in business administration. One of the key goals is to produce effective communicators. You are expected to communicate clearly on quizzes, assignments, and exams. Unless otherwise required, feel free to use bulleted lists, tables, or other methods to clearly and concisely communicate your answers.

• **Laptops and other electronics -**
  o Cellular phones and other digital devices should be silenced during class.
  o The use of laptop computers is encouraged in class, but you will refrain from computer activities that are not related to the class (i.e., updating Facebook, online shopping, etc.)
  o Texting, checking e-mail, or other activities not part of the class will significantly impact your participation grade.
  o **If you appear to be more engaged with electronic media than with the class, that will be marked as an absence for purposes of your participation grade.**

• **Classroom behavior**
  o An MBA class is simply a business meeting for which you will be evaluated and will receive college credit. The same standards of behavior apply. This is true whether we are meeting online or in-person. Some guidelines:
    ▪ Treat others with respect
    ▪ Don’t hold disruptive side conversations during lecture and discussion
    ▪ Don’t talk on your phone
    ▪ Don’t text, unless there are extenuating circumstances and you have discussed these with the professor.
    ▪ Don’t spend time surfing the web, checking e-mail, updating your Facebook page, or other unrelated activity
• Academic dishonesty
  o Academic dishonesty will not be tolerated in this class. Any instance of cheating will result in a grade of F for the course.
  o Plagiarism will result in either a zero on the assignment, 10-point reduction in the course grade, or a grade of F in the course, at the sole discretion of the professor. The penalty will be assessed based on the severity of the plagiarism. Copying and pasting material from the Internet into an assignment without the appropriate credit being given will result in a grade of F for the course.

11. Student Grading Processes:

<table>
<thead>
<tr>
<th>Evaluation activity</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes (In-Class)</td>
<td>30</td>
</tr>
<tr>
<td>Individual Assignments (includes online practice quizzes)</td>
<td>30</td>
</tr>
<tr>
<td>Exam</td>
<td>30</td>
</tr>
<tr>
<td>Attendance/Participation</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total points</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Grading Scale for this Course:

- A  = 93 - 100
- A- = 90 – 92
- B+ = 88 – 89
- B  = 83 – 87
- B- = 80 – 82
- C+ = 78 – 79
- C  = 73 – 77
- C- = 70 – 72
- F  = Below 70

Communication and grade disclosure

It is your responsibility to check the course Blackboard site and your UST email account on a daily basis. I will post/send supplemental materials, course announcements, and other information relevant to this course via these two modes of communication. I will communicate with each one of you about your grades via Blackboard and email. Not checking online will not be considered a valid excuse for missed deadlines or assignments.

Note for Core Courses

"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."

12. Available Support Services:

Library resources, learning center, computer center, tutoring services are available via the University of St. Thomas, Cameron School of Business, and its centers.

Students are encouraged to consult with tutors at the Tutorial Center in Crooker when completing written assignments for this course. Based on the instructor’s assessment of the
student’s written work, the student may be required to work with the tutors at the Tutorial Center in Crooker to improve the student’s writing 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.