The Cameron School of Business at University of St. Thomas

1. Course Information

Course Title: Marketing Applications and Research  
Course Section: N (1933)
Prerequisites: MBA 5320
Semester: Spring 2018

Credit hours: 3
Days & hours: M 7:00 – 9:45

Course number: MBA 5321
Room #: TBA

BlackBoard site: MBA 5321
Web page: See Blackboard Site

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>
</tr>
</thead>
<tbody>
<tr>
<td>Office</td>
<td>Welder 226</td>
</tr>
<tr>
<td>Primary E-mail:</td>
<td><a href="mailto:storyjw@stthom.edu">storyjw@stthom.edu</a></td>
</tr>
<tr>
<td>Phone:</td>
<td>713-525-2139</td>
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<tr>
<td>Secondary E-mail:</td>
<td><a href="mailto:johnwstory@gmail.com">johnwstory@gmail.com</a></td>
</tr>
<tr>
<td><em>Cell</em></td>
<td>208-220-2631</td>
</tr>
</tbody>
</table>

Use the stthom email FIRST. If you do not get a response, feel free to follow up using the gmail 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: Office hours will be flexible, to match hybrid course meetings, in most cases:
Typically M - Th afternoons in-person.
Online – T F 9 am – 11 am, T 9 – 11 pm as needed, e-mail for appointment and link.
Office Hours are posted on my office door and on Blackboard.

3. Course Catalog Description

This course presents marketing problems designed to develop the student’s problem-solving and research ability for marketing decisions. Topics include market research, design and evaluation of data gathering techniques, current trends in marketing, the marketing mix, and consumer behavior.
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

1. Reinforce students’ understanding of the marketing mix, marketing strategy, and the role of research in developing those. (Goals 6, 5)
2. Introduce and develop students’ understanding of the relationship between basic statistics concepts and marketing strategy. (Goals 6, 5)
3. Reinforce the ethical implications of marketing research. (Goal 3)
4. Hone students’ skills in organizing information and effectively presenting that information, individually and as team members. (Goals 1, 2)
5. Introduce the global nature of marketing and the implications for marketing research. (Goals 4, 3)

6. Texts, Readings, Materials

Required reading: The Power of Segmentation by John Story. Available online from Amazon.com. I recommend the Kindle edition. You can download the app and read it on any device.

Link to the book on Amazon
Influence: The Psychology of Persuasion, by Robert Cialdini. Available online from Amazon.com, or from any large bookstore. [Link to the book on Amazon](#)

Articles: See the list appended to this syllabus. These can all be downloaded as pdf files through the library.

**Supplementary material:**

Other readings may be available online – see Blackboard

6. **Instructional methods:**
   This class will use a combination of lecture, online readings and exercises, and assignments. In-class discussions will play a key role in the learning process.

8. **Use of Technology (most, or all, of these will be used in this class)**
   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:**

The schedule below is tentative. See Blackboard for a detailed schedule.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Activity</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>22-Jan</td>
<td>Class Introduction</td>
<td>In-Person</td>
</tr>
<tr>
<td>2</td>
<td>29-Jan</td>
<td>Intro to Marketing Refresher</td>
<td>In-Person</td>
</tr>
<tr>
<td>3</td>
<td>5-Feb</td>
<td>Statistics Basics</td>
<td>Online</td>
</tr>
<tr>
<td>4</td>
<td>12-Feb</td>
<td>Marketing and Stats</td>
<td>In-Person</td>
</tr>
<tr>
<td>5</td>
<td>19-Feb</td>
<td>Read Power of Segmentation</td>
<td>Online</td>
</tr>
<tr>
<td>6</td>
<td>26-Feb</td>
<td>Segmentation, Target markets, and Research</td>
<td>In-Person</td>
</tr>
<tr>
<td>7</td>
<td>5-Mar</td>
<td>Marketing Research</td>
<td>Online</td>
</tr>
<tr>
<td>8</td>
<td>12-Mar</td>
<td>Spring Break</td>
<td></td>
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</table>
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 online and submitted in Blackboard. They should be submitted in a form that facilitates easy editing, such as Microsoft Word, PowerPoint, rtf, or txt. Late assignments will not be accepted. 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.

**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
  - 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.
  - If you have a documented emergency, you may miss one quiz with no penalty, but that is the quiz grade I will drop.
- Assignments
  - Assignments are due by midnight on the dates indicated on Blackboard or announced by the instructor. 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.**
- Communication
  - 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** -
  - Cellular phones/PDA’s should be silenced during class.
  - 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., IM, reading the press, etc.)
  - Texting, checking e-mail, or other activities not part of the class will significantly impact your participation grade.
  - **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**
  - 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**
  - Academic dishonesty will not be tolerated in this class. Any instance of cheating will result in a grade of F for the course.
  - 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: (including weighting of factors)**

<table>
<thead>
<tr>
<th>Evaluation activity</th>
<th>%</th>
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<tbody>
<tr>
<td>Quizzes (In-Class)</td>
<td>30</td>
</tr>
<tr>
<td>Individual Assignments</td>
<td>30</td>
</tr>
<tr>
<td>(includes any online practice quizzes)</td>
<td></td>
</tr>
<tr>
<td>Final Exam/Project</td>
<td>30</td>
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<tr>
<td>Attendance/Participation</td>
<td>10</td>
</tr>
<tr>
<td>Grade</td>
<td>Score Range</td>
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<tr>
<td>-------</td>
<td>-------------</td>
</tr>
<tr>
<td>A</td>
<td>93 - 100</td>
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<tr>
<td>A-</td>
<td>90 – 92</td>
</tr>
<tr>
<td>B+</td>
<td>88 – 89</td>
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<tr>
<td>B</td>
<td>83 – 87</td>
</tr>
<tr>
<td>B-</td>
<td>80 – 82</td>
</tr>
<tr>
<td>C+</td>
<td>78 – 79</td>
</tr>
<tr>
<td>C</td>
<td>73 – 77</td>
</tr>
<tr>
<td>C-</td>
<td>70 – 72</td>
</tr>
<tr>
<td>F</td>
<td>Below 70</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](http://www.stthom.edu/public/index.asp?page_ID=100289). Please contact the center at 713-525-3878 or [tutoring@stthom.edu](mailto:tutoring@stthom.edu).

- **CSB Tutorials**
  The Cameron School of Business offers tutoring in business subjects. Please visit [http://libguides.stthom.edu/cameron](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](http://www.stthom.edu/Offices_and_Services/Information_Technology/Index.aqf).
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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.
Additional Articles to be Assigned:

What Creativity in Marketing Looks Like Today.

Authors:
Bonchek, Mark¹
France, Cara²

Source:

The Ultimate Marketing Machine.

Authors:
De Swaan Arons, Marc¹
van den Driest, Frank¹
Weed, Keith²

Source:

4 Roles Every Marketing Organization Needs Now.

Authors:
Sweetwood, Adele K.¹

Source:

Identify the Marketing Metrics That Actually Matter.

Authors:
Popky, Linda J.

Source:
Harvard Business Review Digital Articles. 7/14/2015, p2-4. 3p.

Marketing Myopia.

Authors:
Levitt, Theodore

Source:

Techniques in marketing research.

Authors:
Dash, Joseph F.
Berenson, Conrad

Source:

MARKETING As a Science.

Authors: