The Cameron School of Business at University of St. Thomas

1. Course Information

Course Title: Marketing Management Theory
Course number: MBA 5320  Course Section: 1932  Credit. Hours: 3
Semester: Spring 2018  Course website: Blackboard MBA 5320
Room #: Strake 101  Days & hours: Saturday 8:00-11:45AM
Prerequisites: MBA 5X05, MBA 5X06, MBA 5X07, MBA 5X08
Instruction Mode: Classroom/Online Hybrid

2. Instructor Information

Name: Dr. Shuoyang Zhang (Dr. Z)
Office location: Welder 201  Office Phone: 812.340.1915  FAX: 713-525-2110
Office hours: Tue Thu 9:30-11:00AM, 12:15-2:10PM, Sat11:45AM-12:00PM, and by appointment
E-mail: zhangs1@stthom.edu (Please indicate MBA 5320 in the Subject)
Google+: zhangshuoyang@gmail.com (available for online meetings)
Emergency number: 812.340.1915 (Please feel free to text or call)
Where to leave assignments: Electronic copy on BB + Hardcopy in class

3. Course 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.

4. Program Goals and Objectives:

When students complete the MBA degree at the University of St. Thomas:

Goal 1. They will be effective communicators.
- Objective 1: Graduates will develop and deliver a compelling oral presentation grounded in relevant information and facts.
- 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 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 (and relationship to program goals and objectives)

The primary objectives for this course are two-fold: 1) to familiarize you with the fundamental principles of marketing management theory; and 2) to apply course material to improve thinking, problem solving, and decisions. Specifically, this course emphasizes on discussing basic constructs, current events, and future trends. In addition, you will have the opportunity to apply the marketing constructs in a real world situation and work in a team to develop a complete marketing plan for a local business. Upon successful completion of this course, you will be able to:

- Analyze a specific business situation and decide upon the best course of action using the marketing strategy planning model. (Goals 3, 4, 5)
- Identify and act upon trends and provide solutions to real world marketing management problems. (Goals 3, 4, 5)
- Develop professional documents (i.e., reports, analyses) and present them professionally to aid decision makers. (Goal 1)
- Collaborate with team members and develop a comprehensive marketing plan. (Goals 2, 3)
- Identify and address ethical issues within the context of marketing management. (Goal 3)
- Develop an understanding of the global dimension of marketing (Goal 4)
Important 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*.

6. Texts, Readings, Materials

**Required text:**

**Required readings:**
*The Wall Street Journal* (Student Offer [http://r.wsj.net/j3JlH](http://r.wsj.net/j3JlH))

7. Instructional methods:

This class will be using a combination of classroom and online activities, including lectures, discussions, case analysis, group projects, oral presentation, and written reports. Learning materials regarding the textbook chapters will be covered in the online sessions to highlight the key points in the readings. It is the student’s responsibility to read and study all assigned materials thoroughly and be prepared for the highly interactive discussions during in-person sessions.

8. Technology

- Online communication and collaboration;
- Online research and data retrieval;
- Use of general productivity software (e.g., Microsoft Office) to complete assignment;
- Use of BlackBoard learning platform

9. Course Tentative Schedule:

*The schedule below is tentative and subject to change in the event of circumstances beyond the instructor's control. The instructor reserves the right to make changes in the class outline as needed. An Announcement will be made in advance for any change to be made.*

<table>
<thead>
<tr>
<th>Wk</th>
<th>Date</th>
<th>Topics &amp; Readings</th>
<th>Assignments &amp; Project Expectations</th>
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</table>
| 1  | 1/20 | **Overview, Syllabus, Survey, Bio Sketch Marketing Plan Team Project**  
In the first session, students will form teams of 4 members for the marketing plan project and come up with a list of potential clients.  
**Online: Chapter Assignments**  
**In Class: Chapter Review, Team Introduction**  
Chapter 1: Marketing's Value to | Due by 1/25 NOON:  
Complete the student survey and bio sketch online. |
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| 2 | 1/27 | **Online: Chapter Assignments**  
Chapter 3: Evaluating Opportunities in the Changing Marketing Environment  
Chapter 4: Focusing Marketing Strategy with Segmentation and Positioning  
Lynda Course 1  
In-Person: Marketing Plan Teamwork Session |
|   |   | Chapter assignments 1-4, Lynda course 1 due by NOON.  
By this time you should have a list of potential clients, and a timeline showing which team-member will conduct which part of the situation analysis and when. |
| 3 | 2/3 | **Online: Chapter Assignments, WSJ**  
In Class: Chapter Review  
Marketing Plan Team Project  
Chapter 5: Final Consumers and Their Buying Behavior  
Chapter 6: Business and Organizational Customers and Their Buying Behavior  
Chapter 7: Improving Decisions with Marketing Information |
|   |   | Chapter assignments due by 10AM.  
Team Introduction in class (slides due on BB).  
By this time you are expected to have confirmed your client for the project. You are expected to have contacted the manager, staff, and customers and have started the in-depth interviews. Each team member is required to conduct at least 2 in-depth interviews with existing/potential customers. |
| 4 | 2/10 | **Online: Chapter Assignments, WSJ Analysis**  
In Class: Chapter Review  
WSJ Presentation  
Marketing Plan Team Project  
Chapter 8: Elements of Product Planning for Goods and Services  
Chapter 10: Place and Development of Channel Systems  
Chapter 12: Retailers, Wholesalers, and Their Strategy Planning |
|   |   | Chapter assignments and WSJ Analysis 1 due by 10AM.  
By this time you are expected to have completed your in-depth interviews.  
You should also be doing additional research about competitors and external market. |
| 5 | 2/24 | **Online: Lynda.com Course 2**  
In-Person: Marketing Plan Teamwork Session |
|   |   | Chapter assignments and WSJ Analysis 2 (everyone) due by 10AM.  
By this time you are expected to working with your team members on Situation Analysis, SWOT, and Objectives. |
| 6 | 3/3 | **In-Person: Marketing Plan Team Project – Preliminary Presentations** |
|   |   | PowerPoint Slides, Team Meeting Log, and Peer Evaluation due at the beginning of the session. |
| 7 | 3/10 | **Online: Chapter Assignments, WSJ**  
In-Person: Chapter Review  
WSJ Presentation  
Marketing Plan Team Project  
Chapter 13: Promotion-Introduction to Integrated Marketing Communication  
Chapter 14: Personal Selling and Customer Service  
Chapter 15: Advertising, Publicity, and Sales Promotion |
|   |   | Chapter assignments and WSJ Analysis 3 due prior to the in-person session.  
Instructor will meet with each team and provide specific feedback and guidance for your project. |
10. Course Policies

It is required that everyone in class will:

- Attend all class meetings, read assigned materials, and participate in discussions.
- Raise relevant questions and contribute relevant observations to the topic being discussed.
- Demonstrate awareness of appropriate interpersonal communication, sensitivity to others, and professionalism.
- A laptop computer is allowed in class as long as it is used for classroom activities.
- Cell phones should be turned off or set to be “silent” or “vibrating” mode in class.
- Reasonable accommodations will be made for students with special needs.

Specifically,

1) **Attendance** will be recorded at the start of every class meeting from the first day through the final exam. Two instances of incomplete class attendance (arriving late or leaving early) will count as one absence. If a student has more than one absence, the student’s final grade will be negatively impacted by one letter grade level. For example, if a student’s total points add to 95%, which is an A, one additional absence (in excess of two) will result an A-; two will result in an B+, and so on.
   a. If you are going to be absent from class due to illness or other significant reasons, you should send an email to the professor with legitimate documentation prior to the beginning of the class session.
   b. If you miss a class, it is entirely your responsibility to make sure you have read and clarified any material that was covered before coming to the next class. You
may send an email to meet in person or ask (more than one) fellow classmates to be sure you understand everything covered in class.

2) Participation is based on both quality and quantity and can happen in-class and online. You need to demonstrate that you are actively engaged in the subject matter – this can be shown through your comments and questions in class and online, as well as your communication with the professor before and after class. In order to effectively participate in class, it is essential that you have prepared the assigned materials. Higher quality class participation is reflected in thoughtful and analytical comments and questions that provide evidence of your understanding and add to everyone’s learning. Quality participation moves the discussion along and contributes to our collective learning.

When the class is in session, discussions with your neighbors that distracts/disturbs the class will lead to penalty of participation points for each instance. Points will also be deducted for using a cell phone, MP3 player, or portable computer on unrelated work during class, as well as for demonstrating disrespect to the instructor or fellow students.

1) WSJ Analysis is an important element in the course, which helps you relate the fundamental constructs to current events in the real world and gain insights in the future trend of the industry. EVERY student is expected to come to EVERY CLASS prepared to discuss at least one article from the Wall Street Journal. Students will be randomly selected to present WSJ each day.

Each WSJ analysis blog will be due by the in-class sessions on selected dates specified on the course schedule. Your blog should be written as mini-case analysis and must include the following information: the title of the article, link to WSJ website, time published, at least one image or video, and your own analysis of the article. Proper analysis requires that you summarize the article in an organized way (i.e. don’t copy it or give just minimal information) and explain your interest in the topic, relevance to this class, application of marketing constructs, and implications to other businesses, etc. PLEASE focus on the application to materials we have studied and explain how you believe the topic will fit something we will be studying in marketing management theory. Instant feedback will be given in class during WSJ discussions.

You must post at least one comment on a blog posted by class members within the following week. Note that your comments reflect your participation online and will gain participation points. This exercise is designed to be beneficial to you professionally, and from a grading perspective. Please take full advantage of this excellent opportunity to learn, to become more professionally polished, and to help your grade.

3) Chapter Assignments will be posted on BlackBoard along with PowerPoint slides and lecture notes regarding the specific chapters of the week. Students must answer the questions in the study guides as a short-answer take-home exam for each chapter. You
must submit your chapter assignments on Blackboard by the end of the online session and bring a hard copy to the in-person session. This ensures that learning takes place online and students are prepared to discuss the topics in class.

4) **Marketing Plan Team Project** is a major component of this class. The project is designed to give you the opportunity to apply the concepts you are learning in Principles of Marketing to a real marketing problem. Each team will give a preliminary presentation at the initial stage of your work, give a final presentation, and complete a marketing plan written report at the end of the semester. Please frequently check the expectations on the course schedule in order to keep track of your team project progress. You need to document all your meetings in a team meeting log and evaluate each team members’ contribution to the project. Any work submitted by the team will be considered as representative of the work of all group members. However, Individual grades may be adjusted based on peer evaluation, team log, and additional evidence of individual contribution. **If you fail to meet your team obligations and are removed from the team, you will not be able to complete the assignment and will lose all points for that assignment.**

a. **Team Meeting Log:** Each team is required to maintain and submit a written log of every team meeting by the time of preliminary and final presentations. A team meeting is defined as occurring whenever two or more members meet to work on the Marketing Plan Project. Reductions may be made in your team’s overall Marketing Research Project points score for Meeting Log submissions that are of poor quality. For each team meeting, the log entry should indicate:
   i. the date, duration (start and end times), and location of the meeting;
   ii. the team members attending the meeting (noting who arrived after the meeting began and / or left before it ended);
   iii. what your team discussed / accomplished at the meeting; and,
   iv. what work for future completion was assigned and to which member(s).

b. **Peer Evaluation Form:** Each team member is required to submit a peer evaluation by the time of preliminary and final personation to report the contribution of everyone in the team to the project. **Your grades on team projects will be adjusted by peer evaluations of your efforts in the project.**

5) **Assignments:** Students are required to complete a series of small assignments throughout the semester. These tasks and workshops are offered both online and in person at various times and locations. Please see below for a list of required tasks. You will gain 10 points for completing each one.
   A1. 3 Small Tasks/Workshops (on campus or on www.lynda.com)*
   A2. Beginning-of-Semester Student Interest Survey
   A3. Individual Bio Sketch and Profile Page
   A4. Team Introduction
   A5. WSJ Presentation
A6. Peer Evaluation
A7. Team Meeting Log
A8. End-of-Semester Reflection

*Small Tasks for Small Scores* In order to (1) bolster the student’s performance in courses in the business school and (2) better prepare students for their professions and careers after school, faculty in CSB set aside a small part of the total score in each course for small tasks/workshops. Each student is required to **complete a minimum of three (three hours total) workshops**. In doing so, CSB will provide numerous workshops for all students taking CSB courses (the complete list of workshops is available on BB). As can be seen in the list, the workshops are being offered by different academic support services on campus and the workshops on computer applications are being offered through an online provider [www.lynda.com](http://www.lynda.com).

- Workshops are being offered during the activity period and in the evening on weekdays in the semester.
- Workshops are also being offered online via Lynda.com through the Houston Public Library.
- While the students have to complete a minimum number of workshops per semester, the same workshops could be used for various courses.
- Students need to attend a workshop lasting at least one hour to complete one activity. For instance, if a student decides to take a half hour session in an on campus workshop, she/he then needs to take an additional half hour session on something else to complete one required activity.

6) **The grade of “F”** will be awarded in the case of academic dishonesty, such as plagiarism and cheating on the examination. It may also be given in cases where the student demonstrates no effort/preparation, obvious lack of participation, lack of professionalism or respect. In this latter case, such students will have fair warning they are on this track and given the opportunity to improve, before "F" is awarded.

11. Student Grading Processes:

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<thead>
<tr>
<th>Grading Activities</th>
<th>Points</th>
<th>% and Letter Grade</th>
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</thead>
<tbody>
<tr>
<td>Assignments</td>
<td>100</td>
<td>93.0 – 100% A</td>
</tr>
<tr>
<td>WSJ Reports (3 best out of 4)</td>
<td>100</td>
<td>90.0 – 92.9% A-</td>
</tr>
<tr>
<td>Chapter Assignments</td>
<td>100</td>
<td>87.6 – 89.9% B+</td>
</tr>
<tr>
<td>Team Preliminary Presentation**</td>
<td>100</td>
<td>85.0 – 87.5% B</td>
</tr>
<tr>
<td>Team Final Presentation and Report**</td>
<td>200</td>
<td>80.0 – 84.9% B=</td>
</tr>
<tr>
<td><strong>TOTAL POSSIBLE POINTS</strong></td>
<td><strong>600</strong></td>
<td>77.6 – 79.9% C+</td>
</tr>
<tr>
<td></td>
<td></td>
<td>75.0 – 77.5% C</td>
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<tr>
<td></td>
<td></td>
<td>70.0 – 74.9% C-</td>
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<td></td>
<td></td>
<td>0 – 69.9% F</td>
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** Individual grades on the team project may be adjusted based on peer evaluation, team log, and additional evidence of individual contribution.**
12. Available Support Services:

- **The Instructor:** Please feel free to text or call 812-340-1915.
- **Campus Guide:** [http://campusguides.stthom.edu/cameron](http://campusguides.stthom.edu/cameron)
- **Learning and Writing Center (LWC):** [www.stthom.edu/tutoring](http://www.stthom.edu/tutoring) **
- **IT Helpdesk:** Phone: (713) 525-6900 Email: ithelpdesk@stthom.edu

**Please note that students are encouraged to consult with tutors at the Learning and Writing Center when completing assignments for this course. Based on the instructor’s assessment of the student’s work, the student may be required to work with the tutors at the Center to improve the student’s skills.**

The Cameron School of Business at University of St. Thomas

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**CSB 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.

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**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.

All work submitted/presented for this course must be the original work of the student(s). Since the goal of college-level work is to bring your idea(s) to the forefront of your submission—with the research acting to inform and support your ideas—excessive use of direct source quotations and material from external sources must be avoided. All source material must be cited even if you are not presenting direct quotes.

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.

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**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.

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.