

<b>Course</b>	MRKT 5000 59 Marketing
<b>Term</b>	Fall 2, 2009, Ft. Sam Houston, Texas
<b>Instructor</b>	Name: Dan Davied, Ph.D. Phone: 210-368-4018 Email: <a href="mailto:danieldavied93@webster.edu">danieldavied93@webster.edu</a>
<b>Catalog Description</b>	Students examine the character and importance of the marketing process, its essential functions, and the institutions exercising these functions. Course content focuses on the major policies that underlie the activities of marketing institutions and the social, economic, and political implications of such policies.
<b>Prerequisites</b>	None.
<b>Course Level Learning Outcomes</b>	<p>Upon completion of this course the student will:</p> <ul style="list-style-type: none"> <li>• Be able to properly identify and select markets for which specific products will be targeted.</li> <li>• Explain the basic functional aspects necessary to formulate an integrated Marketing Plan. This includes Consumer Buying Behavior, Environment, Marketing Research, Product Management, Promotion, Channels of Distribution and Pricing.</li> <li>• Be able to perform Marketing Research that is targeted towards reading topical articles related to Marketing and being able to reference their topics to what is being discussed in the class.</li> <li>• Be able to develop a complete, conceptual Marketing Plan based on what is learned in this class. This objective deals with the practical application of the subject of Marketing and integrates the information presented in the entire class. This overview of a conceptual marketing plan will be used to build detailed Marketing Plans in future core courses.</li> </ul>
<b>Materials</b>	<p>Title: <i>Strategic Marketing Problems: Cases and Comments</i>, 11<sup>th</sup> edition          Author(s): Roger Kerin and Robert Peterson          Publisher: Prentice Hall          ISBN: 0131871528</p>
<b>Grading</b>	<p>Case Analysis (1 @ 20 points) 20 points (Case due night of discussion)          Mid-Term Examination 35 points          Final Examination 35 points          Current Event Analysis (2 events) <u>10 points</u> (or verbal participation)          100 points</p>

<p><b>Activities</b></p>	<p>This course is a case study course. It will require considerable effort by the student and will give them a great deal of responsibility for their own learning through analysis of major, real-life cases in marketing. Both <u>qualitative and quantitative</u> analyses of cases are expected. Students are expected to do eleven (or more) hours of outside study and preparation for each class session. Cases and reading assignments from the textbook will be assigned as indicated in the attached schedule. Reading assignments should be completed <u>prior</u> to analyzing the assigned cases. The material contained in the readings will provide background concepts and theory that will be most useful in case analyses.</p>
<p><b>Policy Statements: University Policies</b></p>	<p>University policies are provided in the current course catalog and course schedules. They are also available on the university website. This class is governed by the university's published policies. The following policies are of particular interest:</p> <p><b>Academic Honesty</b>  The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university's academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.</p> <p><b>Drops and Withdrawals</b>  Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will determine the amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.</p> <p><b>Special Services</b>  If you have registered as a student with a documented disability and are entitled to classroom or testing accommodations, please inform the instructor at the beginning of the course of the accommodations you will require in this class so that these can be provided.</p> <p><b>Disturbances</b>  Since every student is entitled to full participation in class without interruption, disruption of class by inconsiderate behavior is not acceptable. Students are expected to treat the instructor and other students with dignity and respect, especially in cases where a diversity of opinion arises. Students who engage in disruptive behavior are subject to disciplinary action, including removal from the course.</p> <p><b>Student Assignments Retained</b>  From time to time, student assignments or projects will be retained by The Department for the purpose of academic assessment. In every case, should the assignment or project be shared outside the academic Department, the student's name and all identifying information about that student will be redacted from the assignment or project.</p>

	<p><b>Contact Hours for this Course</b> It is essential that all classes meet for the full instructional time as scheduled. A class cannot be shortened in length. If a class session is cancelled for any reason, it must be rescheduled.</p>
<p><b>Weekly Schedule</b></p>	<p>On designated dates, 6:00 to 10:00 p.m. at Ft. Sam Houston, San Antonio (Detailed weekly assignments provided below)</p>
<p><b>Additional Information</b></p>	<p>This syllabus may be revised at the discretion of the instructor without the prior notification or consent of the student.</p>
<p><b>Weekly Schedule</b></p>	<p>Pre-Assignment for Week 1</p> <ul style="list-style-type: none"> <li>• Chapter 1 - Foundations of Strategic Marketing Management (1-15)</li> <li>• Chapter 2 - Financial Aspects of Marketing Management (33-48)</li> <li>• Chapter 3 - Marketing Decision-Making and Case Analysis (53-63)</li> <li>• Appendix – Sample Marketing Plan (17-32)</li> <li>• Appendix - Preparing a Written Case Analysis (687 - 702)</li> </ul> <hr/> <p>Week 1      Topics:</p> <ul style="list-style-type: none"> <li>• Introduction, Review of Syllabus and Course Requirements</li> <li>• Discussion of Case Analysis Approaches</li> <li>• Review of Financial Techniques for Marketing Management Analysis</li> <li>• Questions: Chapter 2, #1) a - d ; #2) a and b; #4) a - c</li> </ul> <p><b>Assignment for Week 2</b> Chapter 4 - Opportunity Analysis and Market Targeting (65-76)</p> <hr/> <p>Week2      Topics:</p> <ul style="list-style-type: none"> <li>• Market Analysis</li> <li>• Case: Frito-Lay Dips (118-129)</li> <li>• Video: “A Hunger for Pesos; A Yen for Dollars” (VT591)</li> </ul> <p><b>Assignment for Week 3</b></p> <ul style="list-style-type: none"> <li>• Marketing Research (Provided by Instructor)</li> </ul> <hr/> <p>Week 3      Topics:</p> <ul style="list-style-type: none"> <li>• Market Analysis and Marketing Research</li> <li>• Case: Duncan Industries (109-117)</li> <li>• Case: South Delaware Coors (130-139)</li> </ul> <p><b>Assignment for Week 4</b></p> <ul style="list-style-type: none"> <li>• Chapter 5 - Product and Service Strategy and Management (141-156)</li> </ul>

<b>Weekly Schedule (continued)</b>	Week 4	<p>Topics:</p> <ul style="list-style-type: none"> <li>• Product and Service Strategy/Management</li> <li>• Case: SunChips Multigrain Snacks (596-612)</li> <li>• Case: Peace Memorial Hospital/Clinic (196-206)</li> </ul> <p><b>Assignment for Week 5</b></p> <ul style="list-style-type: none"> <li>• Prepare for exam</li> </ul>
	Week 5	<p>Topics:</p> <ul style="list-style-type: none"> <li>• Product Life Cycle</li> <li>• Portfolio Analysis Models</li> <li>• Mass Marketing to the Individual (Relationship Marketing)</li> <li>• <b>MID-TERM EXAMINATION</b></li> <li>• Video: “Levis: Not by Jeans Alone” (VT136)</li> </ul> <p><b>Assignment for Week 6</b></p> <ul style="list-style-type: none"> <li>• Chapter 6 - Marketing Communication Strategy and Management (263-274)</li> </ul>
	Week 6	<p>Topics:</p> <ul style="list-style-type: none"> <li>• Promotion Strategy/Management</li> <li>• Case: Cadbury Beverages, Inc.: Crush Brand (290-304)</li> <li>• Videos: “America’s Favorite Commercials” (VT2064) “Best Commercials of the Year” (VT66-1992)</li> </ul> <p><b>Assignment for Week 7</b></p> <ul style="list-style-type: none"> <li>• Chapter 7 - Marketing Channel Strategy and Management (353-364)</li> </ul>
	Week 7	<p>Topics:</p> <ul style="list-style-type: none"> <li>• Distribution Channel and Strategy/Management</li> <li>• Case: GloFish, LLC (377-386)</li> <li>• Case: Goodyear Tire and Rubber Company (399-410)</li> </ul> <p><b>Assignment for Week 8</b></p> <ul style="list-style-type: none"> <li>• Chapter 8 - Pricing Strategy and Management (425-434)</li> </ul>
	Week 8	<p>Topics:</p> <ul style="list-style-type: none"> <li>• Pricing Strategy/Management</li> <li>• Case: Burrough Wellcome: Retrovir (482-493)</li> <li>• Case: Proctor and Gamble Inc.: Downey Enviro-Pak (case provided by instructor)</li> </ul> <p><b>Assignment for Week 9</b></p> <ul style="list-style-type: none"> <li>• Review for final examination</li> </ul>
	Week 9	<p>Topics:</p> <ul style="list-style-type: none"> <li>• International Marketing</li> <li>• Lecture: International Marketing</li> <li>• Video: “The Colonel Comes to Japan”, “Domino’s Pizza in Japan”</li> <li>• <b>FINAL EXAMINATION</b></li> </ul>