

SYLLABUS	MOUNT ST. JOSEPH UNIVERSITY
S4-19 (Jul-Aug, 2019)	SCHOOL OF BUSINESS

COURSE TITLE:	MKT 520-S7 Marketing for Management, 3 credit hours
PREREQUISITE:	MKT 300 or MGT 300
TIME & CLASSROOM	Saturdays from 8:30 am to 12:30 pm on 7/6, 7/13, 7/20, 7/27, 8/3, 8/10, 8/17 The classroom is CL 202
INSTRUCTOR:	Dan Friedland, MBA, MA 513-435-6242 Daniel.Friedland@msj.edu
OFFICE NO.	TBD
OFFICE HOURS:	By appointment
TEXT:	Strategic Marketing Problems 13th edition by Kerin and Peterson; Prentice-Hall ISBN-13: 978-0-13-274725-7

COURSE DESCRIPTION:

This course provides an understanding of the administration and the management of the marketing function including the treatment of marketing planning and strategy. Students will develop the knowledge to plan, apply, and manage marketing concepts in organizational decision making (operational, tactical, and strategic).

COURSE OBJECTIVES:

Upon completion of this course, each student should be able to:

1. Discuss concepts and issues in marketing, including the creation of value through the distribution of goods and services, and how managers use managerial concepts in organizational decision making.
2. Explain the strategic nature of contemporary marketing, the factors affecting marketing strategy, and the role marketing plays in business strategy.
3. Conduct marketing research and use information acquired in managerial decision making.
4. Explain the importance of market orientation, approaches to understanding customer value and satisfaction, the role of marketing performance metrics, and determination of marketing profitability.
5. Analyze the input needed to formulate a market-based strategy and describe the factors affecting the analysis.
6. Develop an effective strategic marketing plan for a specific product demonstrating knowledge of competitive analysis, marketing targeting, positioning strategy, promotion mix, and implementation.

Course Learning Outcome	Assessment	Core Learning Outcomes
1. Discuss concepts and issues in marketing, including the creation of value through the distribution of goods and services.	Exercises, cases, discussion	Communication/critical thinking
2. Explain the strategic nature of contemporary marketing, the factors affecting marketing strategy, and the	Exercises, cases, discussion	Critical thinking

role marketing plays in business strategy		
3. Compare market segmentation and market target opportunities.	Exercises, cases, discussion	Ability to establish market frameworks
4. Evaluate brand equity and brand valuation.	Exercises, cases, discussion	Critical thinking
5. Explain the importance of market orientation, approaches to understanding customer value and satisfaction, the role of marketing performance metrics, profitability.	Exercises, cases, discussion	Critical thinking Communication
6. Compare channel distribution strategies and pricing strategies.	Exercises, cases, discussion	Critical thinking
7. Develop an effective strategic marketing for a specific product or service demonstrating knowledge of competitive analysis, market targeting, positioning strategy, pricing, promotion mix, and ethics.	Exercises, cases, discussion	Critical thinking

GRADING:

Case studies assigned for homework will be graded. Class discussion and a final project will also factor into grades. A detailed description of assignments and point values is included later in this syllabus. Some To Be Determined assignments will be provided later.

LEARNING OUTCOMES AND DROP DATES can be found at the following sites:

learning outcomes- <http://registrar.msaj.edu/undergraduate-catalog/academic-information/learning-outcomes-performance-indicators/>

information about and/or link to drop dates for current semester
https://mymount.msaj.edu/ICS/MSJAcademics/Catalogs.jnz?portlet=Semester_Policies

TEACHING METHODOLOGY:

Lecture will provide an overview of material that is significant for each chapter of the text. Guidelines will be provided for writing each of the case studies that will be assigned. Students will work independently to complete case analysis for homework and discuss the case and the perspective they developed in class.

ATTENDANCE AND PARTICIPATION:

Students are expected to attend every class, thoroughly read the material **prior to class and participate extensively in all discussions**. Since the exchange of ideas is important to our success as a class, we depend upon each other to come to class prepared and willing to share viewpoints.

I understand that a circumstance may require missing a class, however, that circumstance needs to be beyond your control, and if at all possible, you may be able to attend the other section of the class that is being offered this semester (details to be provided).

If two or more class sessions are missed it may not be possible for the student to continue in the course due to the accelerated format.

ACADEMIC HONESTY AND INTEGRITY:

When we use the information and language of others to enrich our reflection and research papers we must:

- tell the reader when we are quoting and indicate the source (person, book, article, etc.) of the quotation,

- tell the reader when we are paraphrasing and indicate the source (person, book, article, etc.) of that information.

Quoting or paraphrasing the information and/or language of a source without naming the source is plagiarism. Plagiarism is unacceptable in an academic institution and is subject to penalty. Please consult the College Catalog and the Student Handbook for additional information and policies regarding academic honesty.

The use of three or more words in a row taken from a publication or printed source must be enclosed in quotation marks and properly cited. The use of another author's ideas must be referenced. Students who use others' ideas and work without properly referencing the source are cheating. Any student who is found to have cheated will earn a grade of F for the course. The student must take the responsibility for knowing the accepted academic requirements for quoting and paraphrasing others' words and ideas. The excuse of "I didn't know that was cheating or plagiarism" will not be accepted.

Information on the College academic honesty policy can be found in the catalog:

<http://registrar.msje.edu/graduate-catalog/rights-policies1/academic-policies1/academic-honesty1/>

GRADES OF INCOMPLETE:

The College policy on grades of incomplete can be found at the following web address:<http://registrar.msje.edu/graduate-catalog/rights-policies1/academic-policies1/incomplete-grades1/>

DISABILITY POLICY:

Disability policy: In compliance with Section 504 of the Rehabilitation Act of 1973, the College of Mount St. Joseph provides academic adjustments and auxiliary aids for students with physical or mental impairments that substantially limit or restrict one or more major life activities such as walking, seeing, hearing, or learning. Students with disabilities should contact Meghann Littrell, the Director of Learning Center & Disability Services, to present documentation and develop individualized accommodation plans (244-4524, Meghann.Littrell@msje.edu, Learning Center, Room 156 Seton). Students who have already registered with MSJ Disability Services are encouraged to discuss their accommodations with their course faculty at the beginning of each semester. Additional information can be found at <http://www.msje.edu/academics/disability-services/>.

Classroom Etiquette

MSJ is a tobacco free campus. No tobacco products may be used in class. Please do not use your cell phone in class for texting, email, or phone messages. Students need to show respect for all others in the class.

The schedule is tentative and may be changed.

Pre-assignment due for the first class on 6 July, 2019

The condensed nature of the class timelines necessitates grounding in the basics and preparation leading into the first class.

In the textbook read:

- Read Ch. 1-3 (skim Ch. 1 Appendix A Sample Marketing Plan)
- If you are unfamiliar with preparing Case Analyses, read the appendix Preparing a Written Case Analysis (pg. 687-702)

Homework to complete

- Attempt to complete Exercises 1-7 (skip 8) on pg. 50-54 in your notes and be prepared to discuss the answers to the questions in class.
- Read the Lancer Case (P80-82). This is a short, light case to help you get some preliminary experience thinking about case studies from a marketing perspective.
 - Be prepared to discuss background on Lancer, the opportunity presented in the case, whether you think Lancer should pursue the opportunity, and why
 - You do NOT need to read Chapter 4 in advance to be able to review and discuss the case

Session	Reviewed in Class	Homework Due
1	Ch1-4	See above
2	Ch 5	Dr. Pepper Energy Drink Case
3	Ch 6	Sanger Automotive Case
4	Ch 7	None
5	Ch 8	Pyramid Door Case
6	Ch 9-10	Augustine Medical Case
7		Final Project

Assignment due for Class #2 on 13 July, 2019

Read Ch. 4. Submit a printout of your case analysis for Dr Pepper Snapple Group, Inc.: Energy Beverages. Address these questions:

- What are the key characteristics of the energy beverage market?
- How well is Dr. Pepper Snapple Group positioned to compete?
- Should they enter the market?
- Outline a rough financial case for your recommendation

You do NOT need to work on this case in advance of the first class. We will review Chapter 4 content and briefly discuss this assignment in the first class.

For any students wanting to work further ahead, every chapter of the text will be assigned for reading. In the third class we will discuss the marketing project that you will complete by the last class of the term.

Grading Scale

Dr. Pepper case	100 pts.
Sanger Automotive Companies case	100 pts.
Marketing Communication Exercise	100 pts.
Pyramid Door Case Study	100 pts.
Augustine Medical Case Study	100 pts.
Final project report	150 pts.
Final project presentation	150 pts.
Class Participation	<u>250 pts.</u>
Total	1000 pts.

A = 900-1000 pts; B = 800-899 pts.; C = 700-799 pts.; D = 600-699 pts.

If an assignment is late, it will lose 10% of points for each day it is late including weekends unless unusual extenuating circumstances warrant an extension arranged before the due date.