



SCHOOL OF BUSINESS  
MOUNT ST. JOSEPH UNIVERSITY

**MKT 520 Marketing for Managers – S420**  
**Mount St. Joseph University School of Business**

**Course Number:** MKT 520 S7 Marketing for Managers

**Level:** Graduate, Required

**Credit Hours:** 3

**Course Meets:** Saturdays, 8:30 – 12:30

**Instructor Name:** Anna Goldhahn

**Office Location:** Seton Hall, 5<sup>th</sup> Floor

**Office Hours:** By appointment

**Telephone:** 513.244.4924

**E-mail address:** [anna.goldhahn@msj.edu](mailto:anna.goldhahn@msj.edu)

**COURSE DESCRIPTION**

Prerequisite(s): MKT 300 and ECO 211 or 212

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 LEARNING OUTCOMES**

1. Describe an organization's competencies, formulate product-market and marketing mix strategies.
2. Compare and evaluate market segmentation and market target opportunities.
3. Evaluate brand equity
4. Design and evaluate an integrated marketing plan.
5. Compare channel distribution strategies and pricing strategies.

**PROGRAM LEARNING OUTCOMES ASSESSED IN THIS COURSE**

Students will demonstrate relevant theoretical knowledge of the functional areas of business and apply it to unstructured business problems.

Performance on this PLO will be assessed using the project.

**REQUIRED COURSE MATERIALS**

**Textbook:** *Marketing Management, Fifth Edition, Dawn Iacobucci. Cengage. Access as part of Cengage Unlimited one-year subscription.*

**Cases:** *Provided on Blackboard.*

**Readings:** *Provided on Blackboard.*



## LEARNING STRATEGIES

Type	% of Course
Lecture/Traditional Classroom (Virtual)	40
Online	40
Projects	20

## PERFORMANCE EVALUATION

### **Grading Scale**

#### *Graduate*

Description	Letter Grade	GPA Scale	Range
Excellent	A	4.0	90% - 100%
Good	B	3.0	80% - < 90%
Poor	C	2.0	70% - < 80%
Fail	F	0	< 70%

## GRADING

The grade a student receives in class will be determined as follows:

Chapter quizzes and video cases, including Pre-assignment – 5 weeks	25%
Individual Assignments, such as “In the news” Analyses – 4 weeks	20%
Project: Written Marketing Strategy & Marketing Plan	30%
Project Presentation	10%
Final Exam	15%
<b>Total</b>	<b>100%</b>

### **Chapter quizzes and video cases, including Pre-assignment (25%)**

Prior to our class meeting starting, read the assigned chapters for the week. Complete the online quiz and the video case, if assigned for the week. Work must be completed prior to class starting in order to receive full credit, with 10% points subtracted each day the work is late.

You may take the chapter quizzes as many times as you like, but shouldn't have to take them more than once if you use this hint: Watch the percent correct in the upper right hand corner of the quiz. It should increase each time you click on the next question. If it doesn't increase, the answer wasn't correct. Try again before moving on to the next question.

### **Individual Assignments and Analyses (20%)**

Shorter than a full case analysis, individual case analyses allow you to practice key aspects of marketing. These assignments include those called “In the news” or any other assignment that requests a short answer to one or more questions.



**Project: Written Marketing Strategy & Marketing Plan (30%)**

You may choose to complete the project as an individual or as part of a group. Those who complete the project as a group will also evaluate the contributions of each group member to the project, and these evaluations will substantially affect grades. Do not join a group unless you intend to contribute your fair share (or even slightly more) to the group effort. Rubrics will be provided for project grading.

The project is a fun one: As textbooks have become less of a reason to use the bookstore, MSJ has an opportunity to revamp the bookstore to meet different needs. Design a marketing strategy and marketing plan for the bookstore.

**Project: Presentation of Marketing Strategy & Marketing Plan (10%)**

The Marketing Strategy and Marketing Plans must have “buy in” within the organization, or even the best strategy and plan will be completely ineffective. You will present the Marketing Strategy & Marketing Plan to the project leader and the CFO, who will either join our class meeting by video conference or view a recording of the presentation.

**Final Exam (15%)**

I will give you a study guide with the topics for the final exam. The final assesses your ability to participate in discussions and decisions about marketing. It will be a short oral exam by video conference. You will not need to memorize a lot of details for the final, but you will need to know and be able to apply the main ideas of the course, for example:

- Define marketing.
- Name the elements of a marketing strategy and apply them to a scenario.
- What are some recommended approaches for setting the price of a product or service, and which would you use in a scenario.



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## **POLICIES**

### **ACADEMIC HONESTY POLICY**

Please use the following link to access Mount St. Joseph University's Academic Honesty Policy. The policy will be enforced in this class.

[Link to University Graduate Academic Honesty Policy](#)

### **DISABILITY POLICY**

In compliance with Section 504 of the Rehabilitation Act of 1973, Mount St. Joseph University 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 the Director of Learning Center & Disability Services to present documentation and develop individualized accommodation plans. 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 [Link to University Disability Services](#).

### **TEMPORARY ILLNESS POLICY**

Please use the following link to access Mount St. Joseph University's Temporary Illness Policy.

[Link to Temporary Illness Policy](#)

### **POLICY ON INCOMPLETES**

Please use the following link to access Mount St. Joseph University's policy on incompletes.

[Link to Graduate Incomplete Policy](#)

### **DROP DATES FOR THE CURRENT SEMESTER**

Please use the following link to access information regarding drop dates for this semester.

[Link to Semester Policies and Procedures](#)

### **ATTENDANCE POLICY**

It is particularly important to attend all class meetings due to the accelerated format of graduate business courses. If you will miss one class meeting for an unavoidable reason, please contact the instructor as soon as possible in order to discuss alternative ways of meeting the learning outcomes that will be covered in the class meeting. If you will miss more than one class meeting for a particular course, please contact both the instructor and the Assistant Dean as soon as possible to discuss whether it is advisable to take the course this semester. Each unexcused absence will lower your final grade by one letter.



## COURSE SCHEDULE

Date & Learning Outcomes	Topics	Class Preparation & Assignments
<b>1: 7/11</b>  <b>CLO 2:</b> Compare and evaluate market segmentation and market target opportunities.	Marketing Strategy	Read Chapters 1, 3, 4, 5 (50 pages total) <b>Chapter 1:</b> Most important chapter in the book, even though it's only 9 pages. Read carefully. Know the 5Cs, STP, and 4Ps. These are the frameworks for answering any marketing question. <ul style="list-style-type: none"> <li>• Take online quiz.</li> <li>• Watch Southwest Airlines video and answer quiz questions</li> </ul> <b>Chapter 2:</b> You may read, but it's not required. I recommend skipping unless you have extra time to go back and read after the other chapters.
<b>2: 7/18</b> <b>CLO 3:</b> Evaluate brand equity.	Product Positioning	Read Chapters 6, 7, 8 and complete assignments
<b>3: 7/25</b>  <b>CLO 5:</b> Compare channel distribution strategies and pricing strategies.	Positioning via Price, Place, Promotion	Read Chapters 9, 10, 11, 12, 13 and complete assignments. This is a lot of chapters so I've cut back on the assignments.
<b>4: 8/1</b>  <b>CLO 3:</b> Evaluate brand equity.	The Customer Lens: Customer Sat and Marketing Research	Read Chapters 14, 15 and complete the assignments.
<b>5: 8/8</b>  <b>CLO 1:</b> Describe an organization's competencies, formulate product-market and marketing mix strategies.	Marketing Strategy & Marketing Plans	Read Chapters 16, 17 and complete the assignments.
<b>6: 8/15</b>  <b>CLO 4:</b> Design and evaluate an integrated marketing plan.		Prepare Marketing Strategy and Marketing Plan
<b>Week of 8/17</b> <b>Final Exam</b>		Use study guide to prepare for oral final exam. Make appointment and take the final.
<b>7: 8/22</b>  Presentations of marketing plans		Refine Marketing Strategy and Marketing Plan, Prepare presentation