

Course	MRKT 5000 Marketing
Term	Fall I 2008
Instructor	Melvin Miller Phone: (803) 376-5727 – Office (803) 736-8849 – Home Email: mmill001@waldenu.edu
Catalog Description	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.
Prerequisites	None Required
Course Level Learning Outcomes	<p>Upon completion of this course:</p> <ul style="list-style-type: none"> • Students will be able to define and discuss basic terminology, concepts, principles, and practices related to the following specific areas of marketing: <ul style="list-style-type: none"> ○ The role of marketing in the macro and micro environments ○ Buyer needs and behavior ○ Target Marketing ○ Marketing 4 P's ○ Marketing Strategy ○ Marketing research and competitive intelligence • Students will be able to identify and apply appropriate terminology, concepts, principles, and analytical techniques when examining and evaluating moderately complex marketing-related situations • Students will be able to develop basic solutions to basic marketing-related problems, using the marketing concepts, principles, practices and techniques taught in this course. • Students will be able to evaluate the quality of their proposed solutions against appropriate criteria, based on the marketing concepts, principles, and practices taught in this course • Students will have developed writing and oral proficiency

	in communicating marketing concepts.
Materials	Pride, W. M. and Ferrell, O. C., Marketing: Concepts and Strategies, 14 th ed., Houghton Mifflin Company, 2008. ISBN 0-618-79963-X
Activities	<p>Case Analysis Approach</p> <p>The time in class will be spent on lectures and exercises, with discussions of videos and short cases. Most exercises will be conducted during class in the form of group case analyses of the cases at the end of the chapters in the text. In class exercises cannot be made up if you missed the class.</p> <p>There will be extensive use of video's to analyze and use in the development of the different promotion plan considered.</p>
Grading	<p>Your course grade will be based on your scores on your examination, papers, assignments, and your contributions to class discussions. These different components will be weighted as follows:</p> <ul style="list-style-type: none"> Examination: 30% Marketing Plan: 30% Articles: 15% Words & Phrases: 10% Attendance/Class Participation: 15% <p>Marketing Plan: Each student will be required to work in a group to submit a marketing plan paper related to content covered in the course. The marketing plan should be a minimum of fifteen pages in length, APA format, and should include a minimum of ten – fifteen references. Each group will develop a formal presentation that emphasizes the major findings of the research. The paper and presentation will be a part of each student's grade for the course and will be due during the ninth class session. Suggested topics for the paper or research project will be provided by the instructor.</p>
	<p>Marketing Plan Approach</p> <p>Class time will include lecturing and class discussions supplemented by some use of selected videos. In addition, some class time will be devoted to discussion and consulting with students concerning the development of their marketing plans.</p>
Policy Statement University Policies	University policies are provided in the current course catalog and

	<p>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>Academic Honesty</p> <p>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>Drops and Withdrawals</p> <p>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>Special Services</p> <p>If you need accommodations for a disability, please let the instructor know at the beginning of the course so that they can be provided.</p>
<p>Course Policies</p>	<p>This syllabus may be revised at the discretion of the instructor without the prior notification or consent of the student. The schedule below presents an approximate expectation of course progress. The instructor reserves the right to change the overall course grade weighting. Any changes will be announced in class.</p> <p>In line with the university's policy on academic honesty, please be advised that instances of academic dishonesty will result in a zero for the assignment and will be reported to the Dean of the School of Business and Technology for further disciplinary action.</p>
<p>Weekly Schedule</p>	<p>Week 1 – Course Introduction</p> <p>Week 2 - Discuss Chapters 1, 2, 3 Reading assignment for next week: Chapters 4, 5, 6</p> <p>Week 3 - Discuss Chapters 4, 5, 6 Presentation of assigned words and phrases Presentation of articles Reading assignment for next week: Chapters 7, 8, 9</p>

	<p>Week 4 - Discuss Chapters 7, 8, 9 Presentation of assigned words and phrases Presentation of articles Review for Exam (w/study guide)</p> <p>Week 5 - Exam Marketing Plan</p> <p>Week 6 - Discuss Chapters 10, 11 Discussion of Marketing Plan Presentation of assigned words and phrases Presentation of articles Reading assignment for next week: Chapters 12, 13</p> <p>Week 7 - Discuss Chapters 12, 13 Discussion of Marketing Plan Presentation of assigned words and phrases Presentation of articles Reading assignment for next week: Chapters 14, 15</p> <p>Week 8 - Discuss Chapter 14, 15 Discussion of Marketing Plan Presentation of assigned words and phrases Presentation of articles</p> <p>Week 9 - Marketing Plan Presentation Turn in Marketing Plan</p> <hr/>

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