



# MKT 521W

## Marketing Management

<http://www.tamut.edu/~bowen/>

Spring 2012

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**ANNOUNCEMENTS:** You MUST sign in under Roll Call on the Blackboard/WebCT course discussion board in each of the first three weeks. Online notes that are linked in the outline below are subject to change, so watch the discussion board.

### 1. FACULTY :

Instructor : Dr. Robert S. Owen

Office : UC 321F

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Web site : [www.tamut.edu/~bowen/](http://www.tamut.edu/~bowen/)

Office Hours : M 1:00-5:00; T 1:00-5:00; W 8:45-10:45

check [twitter.com/robertowenphd](https://twitter.com/robertowenphd) for additional availability

### 2. COURSE :

#### 1. Meeting Time and Place :

Online at [Blackboard/WebCT](#)

You MUST log on to the course Blackboard/WebCT site and post to Roll Call on the discussion board in each of the first three weeks of the semester. You are expected to check the discussion board periodically (a few times per week) for course related information.

#### 2. Course Material :

- |                    |  |
|--------------------|--|
| Required Textbooks | ▪ Iacobucci (2012), <i>MM<sup>2</sup></i> , second edition, Cengage, ISBN 9780538481380 9780538481342. Used copies without publisher's web site access are OK. |
| Other Materials    | ▪ Access to the Internet is required.<br>▪ Access to Blackboard/WebCT is required.   |

#### 3. Catalog Description :

"An advanced marketing course utilizing an analytical approach to solving marketing problems involved in goal setting, planning, and strategies as they apply to product policy, pricing objectives, promotional objectives, distribution policy

and marketing research."

#### 4. Course Objectives :

Throughout this course, students should be able to demonstrate:

- knowledge of basic marketing principles and strategy
- the ability to analyze marketing problems and situations
- the ability to write persuasive reports of analyses

"At the completion of your degree TAMU-T graduate students should be proficient in several areas. You can access these goals at: [www.tamut.edu/cob](http://www.tamut.edu/cob)."

#### 5. Major Topics :

- |                          |  |
|--------------------------|--|
| <p>Week 1<br/>18 JAN</p> | <ul style="list-style-type: none"> <li>▪ Introduction to course</li> <li>▪ Assignments:             <ul style="list-style-type: none"> <li>▪ <b>You MUST log on and post to Roll Call on the course WebCT discussion board during the first week of the semester.</b> <i>You may be dropped from the course for non-attendance if you do not do so.</i> You are expected to stay up to date with all discussions on the course discussion board throughout the course.</li> <li>▪ Read link <a href="#">An Overview of Marketing</a></li> </ul> </li> <li>▪ External Uncontrollable Factors and the Environment</li> <li>▪ Internal and Controllable Factors of Marketing             <ul style="list-style-type: none"> <li>▪ Assignments:                 <ul style="list-style-type: none"> <li>▪ Read Ch. 1, What is Marketing?</li> <li>▪ Read links <a href="#">An Overview of Marketing</a>, <a href="#">Marketing Environment</a>, <a href="#">Internal Marketing Factors</a></li> </ul> </li> </ul> </li> </ul> |
| <p>Week 2<br/>25 JAN</p> | <ul style="list-style-type: none"> <li>▪ Marketing Research</li> <li>▪ Assignments:             <ul style="list-style-type: none"> <li>▪ <b>You MUST log on and post to Roll Call on the course WebCT discussion board during the second week of the semester.</b> <i>You may be dropped from the course for non-attendance if you do not do so.</i></li> <li>▪ Read Ch. 12, Customer Evaluations</li> <li>▪ Read Ch. 13, Marketing Research Tools</li> <li>▪ Read link <a href="#">Marketing Research</a></li> <li>▪ Read links <a href="#">Qualitative Analysis With a Spreadsheet</a>, <a href="#">sample qualitative analysis 1</a>, <a href="#">sample qualitative analysis 2</a></li> </ul> </li> </ul>  |
| <p>Week 3<br/>1 FEB</p>  | <ul style="list-style-type: none"> <li>▪ Market Segmentation</li> <li>▪ Assignments:             <ul style="list-style-type: none"> <li>▪ <b>You MUST log on and post to Roll Call on the course WebCT discussion board during the third week of the semester.</b> <i>You may be dropped from the course for non-attendance if you do not do so.</i></li> <li>▪ Read Ch. 2, Marketing Segmentation</li> <li>▪ Read links <a href="#">Market Segmentation</a></li> </ul> </li> </ul>  |

- Week 4  
8 FEB
- Target Marketing and Product Positioning
    - Assignments:
      - Read Ch. 3, Targeting
      - Read Ch. 4, Positioning
- Week 5  
15 FEB
- **EXAM 1**
  - **PROJECT 1 DUE**
    - [Qualitative Content Analysis](#)
- Week 6  
22 FEB
- Consumer Markets; Business Markets
    - Assignments:
      - Read links [Consumer Behavior](#), [Organizational Buying Behavior](#)
- Week 7  
29 FEB
- Product Goods and Services Strategies
    - Assignments:
      - Read Ch. 5, Products--Goods and Services
      - Read link [Product Planning, Services Management](#)
- Week 8  
7 MAR
- Branding; Product Launch; Market Forecasting
    - Assignments:
      - Read Ch. 6, Brands
      - Read Ch. 7, New Products
      - Read links [Market Forecasting](#), [Sales Forecasting](#)
      - Study link [Sales Forecast Demo](#)
      - **PROJECT 2 DUE**
        - [Value of a Customer Memo](#)
- 12-17 MAR
- SPRING BREAK - **no class**
- Week 9  
21 MAR
- Pricing Strategies
    - Assignments:
      - Read Ch. 8, Pricing
      - Read link [Pricing](#)
      - Read links [Breakeven Analysis](#), [Sample Breakeven Problems](#)
- Week 10  
28 MAR
- **EXAM 2**
- Week 11  
4 APR
- Logistics and Retailing Strategies
    - Assignments:
      - Read Ch. 9, Channels of Distribution

- Read links [Marketing Logistics](#), [Retailing](#)
  - **PROJECT 3 DUE**
    - [Sales Forecast Memo](#)
  
- Week 12  
 11 APR
  - Promotion Strategies; Integrated Marketing Communication
    - Assignments:
      - Read Ch. 10, IMC: The Advertising Message
      - Read Ch. 11, Advertising Media and IMC
      - Read links [Promotion](#), [Advertising](#), [Sales Promotion](#), [and Publicity](#), [Personal Selling and Sales Management](#), [Internet Marketing](#)
  
- Week 13  
 18 APR
  - Marketing Strategy; Planning and Implementation
    - Assignments:
      - Read Ch. 14, Marketing Strategy
      - Read Ch. 15, Marketing Plans
      - Read link [Marketing Strategy](#)
  
- Week 14  
 25 APR
  - Public Policy, Ethics, and Social Responsibility; International Marketing
    - Assignments:
      - Read link [Public Policy, Ethics, and Social Responsibility](#)
      - Read link [International Marketing](#)
    - **PROJECT 4 DUE**
      - [Sales Promotion Break Even Analysis](#)
  
- Week 15  
 2 MAY
  - **EXAM 3**

## 6. Course Projects :

Students will work individually on four brief [case analyses](#). Students are expected to ask questions on the discussion board about the expectations for these cases and it is assumed that students are also collaborating about these outside of class. The analysis and report that is submitted, however, **MUST BE THE STUDENT'S OWN WORK**; plagiarism will not be tolerated.

## 7. Attendance :

Students are expected to check the Blackboard/WebCT course discussion board on a regular basis for new information. All questions about the course - anything that you would normally ask in class - should be posted on the course discussion board; anything that the professor would discuss with the entire class will be posted on the course discussion board. Students **MUST** post under Roll Call on the discussion board during each of the first three weeks.

## 8. Evaluation Methods :

Students will be evaluated on three individual [exams](#) and four individual [projects](#). The projects are brief case analyses with a deliverable that is in the form of a

written report. Exams will consist of multiple choice questions taken online.

**9. Grading System :**

Final grades will be based on the following totals in points:

A=630-700 points

B=560-629

C=490-559

D=420-489

E=000-419

Where:

300=Exam 1, Exam 2, Exam 3 (100 pts. each)

400=4 projects (100 pts. each)

**700 TOTAL POINTS POSSIBLE**

**10. University Academic Honesty Statement:**

"Academic honesty is expected of students enrolled in this course. Cheating on examinations, unauthorized collaboration, falsification of research data, plagiarism, and undocumented use of materials from any source constitute academic dishonesty and may be grounds for a grade of 'F' in the course and/or disciplinary actions. For additional information, see the university catalog."

**11. University Accommodations Statement:**

"Students with disabilities may request reasonable accommodations through the A&M-Texarkana Disability Services Office by calling 903-223-3062."

**12. A&M-Texarkana Email Address:**

"Upon application to Texas A&M University-Texarkana an individual will be assigned an A&M-Texarkana email account. This email account will be used to deliver official university correspondence. Each individual is responsible for information sent and received via the university email account and is expected to check the official A&M-Texarkana email account on a frequent and consistent basis. Faculty and students are required to utilize the university email account when communicating about coursework."

**13. Drop Policy:**

"To drop this course after the 12th class day, a student must complete the Drop/Withdrawal Request Form, located on the University website [tamut.edu/Registrar/droppingwithdrawing-from-classes.html](http://tamut.edu/Registrar/droppingwithdrawing-from-classes.html) or obtained in the Registrar's Office. The student must submit the signed and completed form to the instructor of each course indicated on the form to be dropped for his/her signature. The signature is not an "approval" to drop, but rather confirmation that the student has discussed the drop/withdrawal with the faculty member. The form must be submitted to the Registrar's office for processing in person, email [Registrar@tamut.edu](mailto:Registrar@tamut.edu), mail (P. O. Box 5518, Texarkana, TX 75505) or fax (903-223-3140). Drop/withdraw forms missing any of the required information will not be accepted by the Registrar's Office for processing. It is the student's responsibility to ensure that the form is completed properly before submission. If a student stops participating in class (attending and submitting assignments) but does not complete and submit the drop/withdrawal form, a final grade based on work completed as outlined in the syllabus will be assigned."