

# **MKT 4820-80 Marketing Management**

**Department of Marketing & Management Sciences  
Cotsakos College of Business  
William Paterson University**

**Winter 2012-2013  
On-line**

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**HOW TO CONTACT ME:** The best way to contact me for questions or concerns is by e-mail: [florenthalb@wpunj.edu](mailto:florenthalb@wpunj.edu). The school e-mail is forwarded to my cell phone so I can access it frequently.

**COURSE DESCRIPTION:** This course teaches to identify marketing opportunities of businesses, formulate competitive strategies, and design/evaluate marketing plans and programs.

**COURSE OBJECTIVES:**

- Understand the role of marketing in a customer-centric organization and its interrelationships with other functional areas
- Use the strategic planning process to develop and/or evaluate marketing plans
- Understand the strategic planning tools of research and intelligence in segmentation, targeting and positioning of products
- Understand the new-product development process and management of product lines
- Learn how companies manage their supply chain including retailing
- Examine companies' strategic management of the integrated marketing communications mix

During this course your time will be allocated among a set of interrelated activities:

- Completion of reading, quizzes, and other on-line assignments via McGraw Hill Connect and Blackboard
- Taking midterm and final exams and
- Writing final paper
- Tweeting on our MKT 4820 account

## COURSE OUTLINE

The course schedule is as follows:

Period	Dates	Chapter	Topic	Quizzes (On Connect)
1	12/26/2012 – 12/29/2012	Ch. 1 Ch.2 Ch. 3	Marketing in today’s global business milieu Elements of marketing strategy and planning Perspectives on CRM and marketing metrics	Quiz 1 (Ch. 1, 2, & 3) Discussion board Assignment
2	11/30/2012 – 1/2/2013	Ch. 4 Ch. 5 Ch. 7	Managing marketing information Understanding customers: business-to-consumer markets Segmentation, target marketing, and positioning	Midterm (Ch. 1-7)
3	1/3/2013 – 1/6/2013	Ch. 8 Ch. 9 Ch. 10	The product experience: product strategy and building the brand The product experience: new-product development and service Managing pricing decisions	Quiz 2 (Ch. 8, 9, 10) Discussion board Assignment
4	1/7/2013 – 1/11/2013	Ch. 11 Ch. 13 & Ch.14	Managing marketing channels and the supply chain Integrated marketing communications	Paper Final Exam (Ch. 8-11 & 13-14)

## COURSE MATERIALS

You have several options to purchase the **Textbook and the access to Connect**:

- **Loose Leaf Textbook, e-textbook, & Connect**: *“Essentials of Marketing Management” with Connect Plus* by Greg W. Marshall and Mark W. Johnston, 1<sup>st</sup> Edition, McGraw-Hill/Irwin. ISBN: 9780078011788 (only in the Bookstore)
- **E-textbook with Connect**: *Essentials of Marketing Management with Connect*, Greg W. Marshall and Mark W. Johnston, 1<sup>st</sup> Edition, McGraw-Hill/Irwin. ISBN: 9780077389802 (can purchase online from McGraw-Hill’s website)
- **Only access to Connect**: ISBN: 9780077389789 (can purchase online from McGraw-Hill’s website). This option is viable if you intend to rent the textbook or buy used one.

## MCGRAW-HILL CONNECT

On **Blackboard** in the **Connect folder** you will find the following information about Connect:

- PowerPoint file with instructions to register on Connect
- PDF file with Quick Student Tips that complement the PowerPoint instructions
- Both files have technical support information. If you can't register, please communicate with the support team.

Course Requirements and Evaluation Criteria	Points
1. <b>Discussion Board Assignments</b> – posted on Blackboard	10
2. <b>Tweets on @MKT4820</b> - Twitter Account	5
3. <b>Quizzes</b> – posted on Connect	15
4. <b>Final paper</b> – posted on Blackboard	30
5. <b>Mid-term exam</b> – posted on Connect	20
6. <b>Final exam</b> – posted on Connect	20
<b>Total</b>	<b>100</b>

**Final Letter Grade** will be calculated as follows:

A	100-93	B+	87-89	C+	77-79	D+	67-69
A-	90-92	B	83-86	C	73-76	D	60-66
		B-	80-82	C-	70-72	F	59 or less

**Discussion Board Assignment (10 points):** Two discussion board assignments will be posted on Blackboard throughout the semester. You will need to discuss a case/article and relate its information to specific concepts of the assigned chapters. Please review the evaluation rubric before starting the assignments.

**Twitter Account Posts (5 points):** Each student will be assigned to tweet relevant information with a comment on the course's twitter account. The list of assigned dates for students' tweets will be uploaded to Blackboard. If a student does not have a twitter account s/he will email his/her information (link) with a comment to the instructor during the assigned week.

**Final Paper (30 points):** A final paper is scheduled for submission during the last period of the semester. It will be done individually and you will receive specific instructions for this paper on the second period of the semester. The paper needs to be done in 12 point font Time New Roman, single-spaced, standard 1" margins, and must comply with length restrictions.

**Quizzes (15 points):** Two quizzes are scheduled for you to complete on Connect. The quizzes will include multiple-choice questions and interactive questions. The interactive questions will include drag-and-drop tasks coupled with multiple-choice questions. Please make sure you don't miss the deadline for each.

**Exams (20 points each):** Two exams are scheduled for this semester, one midterm and one final exam (see the schedule above for dates). Both exams will be assigned on Connect. They will be similar in structure to the quizzes.

### **Policies**

1. **Assignments WILL NOT be accepted late.** If a student is permitted a late submission of an assignment/quiz he/she will be able to receive maximum 75% on that assignment/quiz.
2. Makeup quizzes and exams WILL NOT be provided. Above is the course schedule. Please make arrangements so you can complete the quizzes and exams on time.
3. You will be given a couple of days to complete each assignment and quiz. I strongly recommend **NOT to start the assignment on the last day** of the due date. If you choose to do so, you will be responsible for any unpredicted technical problems. I WILL NOT extend the due date as a result of last day technical problems.
4. If you encounter a technical problem on Connect while working on a quiz or an exam, please FIRST contact the Connect Support Team via phone (1-800-331-5094) or email them through their website: [www.mcgrawhillconnect.com/support](http://www.mcgrawhillconnect.com/support). If they can't resolve your issue, please contact me. Also, please notify me that you contacted the Connect support team. I will not be able to help you if you do not contact the support team of Connect first.
5. **No additional work** will be available for students to improve their final grade.
6. **Honesty and Ethics:** It is important that all students abide by standard policies regarding academic honesty. Academic *dishonesty* includes: cheating, plagiarism, allowing others to copy from you, interfering with another student's work, and collusion in dishonest acts. These acts undermine the college's educational mission and the students' personal and intellectual growth. WPU students are expected to bear individual responsibility for their work, to learn the rules and definitions that underlie the practice of academic integrity, and to uphold its ideals. **Ignorance of the rules is not an acceptable excuse for disobeying them.** Any student who attempts to compromise or devalue the academic process will be **sanctioned**. If you have questions regarding what is appropriate, please make sure you see me or ask in class, and consult the university catalog or Undergraduate Catalog (Section II, p.44).

**Good Luck...☺**