

SPRING - 2011

Sam Houston State University
College of Business Administration
Department of Management & Marketing

SHSU College of Business Administration - Department of Management & Marketing

Marketing 570 (Marketing Management)

Section: 01 / Tuesday 6:00 - 8:50 / SHB 336

Instructor: Sanjay S. Mehta, Ph.D.
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Blackboard: www.shsu.edu
Office Hr: TuTh: 10:00 - 11:00; 12:30 - 2:00, and 3:30 – 4:00 or by appointment
Any office hours may be interrupted by Official University business (e.g., committee meetings)

Required Text: **Marketing Management: A Strategic Decision-Making Approach (2010), John W. Mullins and Orville C. Walker 7th edition, McGraw-Hill Irwin.**

Software: **Marketing Plan Pro**, Prentice Hall. A copy of the software will be provided to each group to install on their personal computers.

Library: There are a few reference book (e.g., The Marketing Plan by Cohen) in the Library (i.e., Reserve Desk on the right) that may help you in this class.

Suggested Text: *Marketing Management* by Philip Kotler and Kevin Lane Keller; *Marketing Management* by Peter and Donnelly; *Marketing Management* by Winer; etc.

☞ **Course Description:** This course is designed to engage the student in the application of managerial principles in the development and execution of marketing strategy. The course will take an analytical approach to strategy formation as it relates to marketing management activities of business enterprise. Focus will be on the development of a strategic framework for decision making for a local organization. To make sure students are grasping these concepts, the class will use several measurement techniques (i.e., quizzes, exams, group and individual projects, class participation, etc.).

☞ **Course Objectives:** To gain an understanding of the fundamental principles and concepts of strategic marketing management. More specific objectives include:

- ✓ To review the essentials of marketing management;
- ✓ To understand the impact of strategic market decisions on the firm (those decisions regarding objectives, policies, strategies, and plans and controls);
- ✓ To concentrate on decision models found in practice and widely applicable by today's marketing managers;

- ✓ To develop students' insights into "real world" frustrations/rewards of making marketing decisions;
 - ✓ To investigate the social, ethical, global, technological, legal, etc. dimensions of marketing management.
 - ✓ To write a Marketing Plan for a small business in Huntsville TX using the resources of the Small Business Development Center (SBDC)
- **Prerequisite** - You are required to have taken the equivalent of Principles of Marketing (MKT 371) course.
 - **Student Syllabus Guidelines:** You may find a more detailed description of the policies online. These guidelines will also provide you with a link to the specific university policy or procedure. See: <http://www.shsu.edu/syllabus/>
 - **Academic Dishonesty:** Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any type of *scholastic dishonesty (e.g., cheating, plagiarism, collusion, etc.) will NOT be tolerated at all*. If any student(s) is/are found involved in any act of academic dishonesty, serious action *will* be taken. Please make sure *not* to plagiarize anyone else's work either intentionally or unintentionally. Plagiarism is defined as *using someone else's words or ideas without proper attribution*. The proliferation of Web pages and electronic publications makes it easy for plagiarism, accidental or otherwise, to occur. When in doubt, make sure to include a full citation as a reference at the end of the paper. See: <http://www.shsu.edu/administrative/faculty/sectionb.html#dishonesty>
 - **Classroom Rules of Conduct:** The course will be taught as a **seminar format** (versus a lecture) where communication is two way (not one-way). Students are expected to come to class prepared to discuss the material for the day. In addition, students are expected to assist in maintaining a classroom environment that is conducive to learning. Students are to treat faculty and students with respect. **Students are to turn off all cell phones, PDA, Blackberry, IPOD, and all noise making devices (e.g., beepers) while in the classroom. Under no circumstances are cell phones or any electronic devices to be used or seen during class.** Students may tape record lectures provided they do not disturb other students in the process. **Please do not play games, send messages, surf the internet, etc. during class.**
 - * Due to the continuous abuse and misuse of the class electronic devices policy during the previous semesters, I am implementing a **new policy**.
 - The first time your cell phone/beeper goes off (during class) or I catch you playing games or text messaging, etc., you will be warned. **This includes walking out during class to answer a phone call and returning later. If you need to leave the class for some reason, please inform me prior to class.**
 - The second time there will be a 5% reduction on your overall average for the semester (i.e., if you have an 83%=B at the end of the semester, you will now have a 78%=C).
 - The third (and all subsequent) time(s) is when you drop a letter grade for each incident. More specifically:
 - * You should be prepared for every class. That is, you are responsible for reading the text before coming to class. I may open every class by asking someone to summarize the topic of the day. Also, do not hesitate to ask questions in class, because usually another student has the same question. You are also responsible for any material handed to you in class the previous week (e.g., a business week article).
 - * Please refrain from coming late and/or leaving early, talking to other students during

class, and reading the newspaper. **Tardiness (which here includes coming late or leaving early) will be treated as 1/2 of an absence.**

- * As per **university policy**, *there will be no smoking, drinking, and eating* allowed in the class.
 - * Please refer to the Catalogue, Schedule, and *www.SHSU.Edu* for *important dates* (e.g., drop date, final exam, and spring break).
 - * **No assignments will be accepted late** (*no acceptance*)
 - * Every attempt will be made to make the lecture notes available *prior to class* on Blackboard (www.shsu.edu) or on the network drive (i.e., t:\mkt\ssm\mkt570\).
- **Student Absences on Religious Holy Days:** Students are allowed to miss class and other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Students remain responsible for all work. *See Student Syllabus Guidelines:* http://www.shsu.edu/~vaf_www/aps/documents/861001.pdf
 - **Students with Disabilities Policy:** It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should visit with the Office of Services for Students with Disabilities located in the Counseling Center. *See Student Syllabus Guidelines.* http://www.shsu.edu/~vaf_www/aps/811006.html
 - **Visitors in the Classroom:** Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar's Office.
 - **Attendance:** Regular attendance is *strongly recommended, encouraged, and required* to succeed in this course. Based on personal experience, **success in Mkt 570 is highly correlated with attendance**. A record of class attendance will be maintained (with the assistance of a seating chart), for the purpose of giving a *curve, attendance, and participation grade* at the end of the semester (see *Curve* below). The attendance and participation grades will be based on a **relative scale** rather than an absolute scale (i.e., how you did in both the areas relative to the rest of the class). The attendance sheet may be passed around *any time* during the lecture period. **It is your responsibility (and not mine) to make sure that you have signed the attendance sheet. Any student who misses MORE THAN 3 classes during the semester will automatically receive an "F" in the course (no exceptions).**
 - **Exam:** There will be **2 exams** in this course (**one mid-term and one final exam**). If you come *beyond 10 minutes* of the scheduled time, you will not be allowed to take the exam. **No late/early/improvement exam will be given.**
 - **Quizzes: Online quizzes will be giving during the semester.** You will be responsible for material covered during the *next lecture* (i.e., **you have to take the quiz prior to me lecturing in class**). The **lowest quiz grade for the semester will be dropped** to compute the overall quiz average.
 - **Project:** Each student team (consisting of 4-5 students) must do the project(s) together during the entire semester. Every student team must appoint a team leader (who will serve as my contact

person). It will involve writing a marketing plan for a local business. The project will utilize a “competition format” with the final grade being determined by the owner and instructor. **THE GROUP(S) WITH THE BEST MARKETING PLAN WILL NOT HAVE TO TAKE (i.e., exempt from) THE FINAL EXAM.** Further, the group will receive a 100 for their final exam grade to compute their overall average. Each group is expected to spend between 80-100 hours during the semester on this project. *More details to be provided later.*

- **Homework:** Periodically, homework (e.g., cases, etc.) will be assigned during the semester. This will have to be done *as a group*.
- **Curve:** If necessary, a curve will be given at the *end of the semester* (i.e., once all the grades are in); such that the *class average is 85%*. ANY END OF THE SEMESTER CURVE WILL APPLY USING THE FOLLOWING POLICY.
 - ✓ Any student who misses **ONLY 1 class (irrespective of the reason)** during the entire semester will automatically receive an end of semester curve (e.g., if the class average at the end of the semester is 83%, then you will receive a 2% curve). If the class average is greater than 85, then a “border line curve” (e.g., 89, 79, 69, and 59) will be given.
 - ✓ Any student who **misses 2 classes** during the entire semester will NOT receive any curve but will also not be penalized.
 - ✓ Any student who **misses 3 classes** will **LOOSE 5%** on the overall end of the semester average for the class.
 - ✓ **ANY STUDENT WHO MISSES MORE THAN 3 CLASSES (i.e., 4 or more) DURING THE SEMESTER (IRRESPECTIVE OF REASON) WILL AUTOMATICALLY RECEIVE AN “F” IN THE COURSE (NO EXCEPTIONS).**
- **Weight:** Grades for the semester will be assigned on the following basis: **Mid-term exam** – 15%, **Final exam** – 15% **Attendance/Participation** – 5%, **Project** - 20%, **Homework/Assignment** – 15%, **Quizzes** – 25%; **Journal/reflection** – 5%. All exams, assignments etc. will be graded on a 100-point scale.
- **Evaluations:** Peer evaluations may be done confidentially at the end of each group assignment. This will be used to compute individual grades for the assignment. Members of a group have the right to “fire” any member if he/she is not doing his/her share of the work. The “fired” member may either join a different group or be forced to do all the work on his/her own. If you do not turn in a peer evaluation for a particular assignment, equality among the members will be assumed (i.e., the group grade will be the individual grade). While one copy of the peer evaluation form is attached to the syllabus, additional forms may be obtained from Blackboard.
- **Grade:** All grades will be posted regularly on Blackboard. No grades will be given over the telephone or via e-mail. Final grades will be posted on Sam-Info *between 24-48 hours after the scheduled final exam*. Final grades will be based on the following grading system (%): 90.00-100.00=A; 80.00-89.99=B; 70.00-79.99=C; 60.00-69.99=D; <60.00=F
- **Syllabus:** This syllabus is a tentative outline for the semester. It is meant to be a guide. Several items are subject to change (e.g., exams may be moved up in time, certain topics may be stressed more or less than indicated, etc.).