

Syllabus for
MKT 455–Marketing Management
3 Credit Hours
Spring 2011

I. COURSE DESCRIPTION

A capstone marketing course designed to integrate the student's knowledge of marketing through case analysis and practical application of the various marketing tools.

Course Prerequisite: Senior marketing major

II. COURSE GOALS

This course will enable the student to do the following:

- A. Learn to apply marketing principles and skills in real business situations
- B. Develop and refine managerial decision-making skills in marketing strategy formulation
- C. Study complex marketing problems requiring logical, thought-out, creative solutions
- D. Develop the communication skills requisite to successful marketing careers
- E. Improve their ability to think critically and collaborate effectively in team settings
- F. Internalize Christian business ethics and professionalism

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

A. Terminal Objectives

After successfully participating in class discussions, listening to class lectures, and participating in class exercises, the student will be able to do the following:

- 1. Assess strategic alternatives in the marketing environment,
- 2. Integrate prior marketing knowledge in product sales, promotional planning, market research, distribution, and pricing,
- 3. Practice their marketing expertise through business application.

B. Performance Objectives

As a result of successfully completing this course, the student will be able to do the following:

- 1. Evaluate strategic choices in real business settings through case analysis and discussion.
- 2. Integrate prior marketing knowledge to make decisions in conditions of uncertainty.
- 3. Analyze complex marketing problems and design solutions that reflect an understanding of strategic marketing issues.
- 4. Utilize established planning techniques for strategy implementation.
- 5. Actively participate in group projects and communicate results in oral presentations and written reports.

IV. TEXTBOOK AND OTHER LEARNING RESOURCES

Required textbooks:

Kerin, Roger and Robert Peterson. Strategic Marketing Problems: Cases and Comments, 12/e. Pearson Prentice-Hall, 2010. ISBN: 9780136107064

Other readings as assigned.

V. POLICIES AND PROCEDURES

A. University Policies and Procedures

1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences can reduce a student's grade or deny credit for the course.
2. Students taking a late exam because of an unauthorized absence are charged a late exam fee.
3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, video, multimedia, or computer software. By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means.
4. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
5. Students are to be in compliance with University, school, and departmental policies regarding Whole Person Assessment requirements. Students should consult the Whole Person Assessment handbooks for requirements regarding general education and the students' majors.
 - a. The penalty for not submitting electronically or for incorrectly submitting a Whole Person Assessment artifact is a zero for that assignment.
 - b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

A. Course Policies and Procedures

1. Attendance and Assignments Policy
 - a. Medical or Administratively Excused Absences
 - (1) A written excuse from the proper authority must be given to the professor in the class that the student returns. Written excuses submitted late will count as a tardy for those classes. No credit will be given for written excuses submitted more than two weeks after returning to class.
 - (2) Exams missed during an excused absence must be taken within one week of returning to class to avoid penalty. The professor must be notified *prior to class* that the exam will be missed. It is the student's responsibility to schedule the make-up exam with the professor before the next class. Additional time to complete exams may be granted upon written request of the professor.
 - (3) In-class activities missed during an excused absence will reduce the base used to calculate the student's course grade.

- (4) Class assignments are due the next class after the student returns. Late assignments will adhere to the unexcused absence policy for late assignments.
- (5) The student is responsible for securing hand-outs issued during the absence.
- b. Unexcused Absences and Tardies
- (1) After 3 unexcused absences (on the 4th absence), 5 points will be deducted from total course points.
- (2) If a student misses any portion of the class (arrives after attendance has been taken, leaves during class and returns, or leaves before class is finished), one tardy accrues. After 3 tardies (on the 4th tardy), 1 point will be deducted from total course points.
- (3) If a student misses an exam because of an unauthorized absence, make-up is at the discretion of the professor. If a make-up is allowed, students will be charged a late fee and there may be a 10 % reduction in points.
- (4) There will be no make-up for in-class activities.
- (5) Class assignments are due at the beginning of class on the assigned date. Assignments received during or at the end of class will receive a 10% reduction in points earned. Assignments received after class on the assigned date will receive 75% credit. Assignments received the next day will receive 50% credit. No assignments will be accepted after the following day.
2. Evaluation Procedures
- a. Point Distribution
- | | |
|--------------------|------------|
| Daily Work | 200 |
| First Draft Plan | 100 |
| First Presentation | 100 |
| Mid-term Exam | 200 |
| Final Plan | 100 |
| Final Presentation | 100 |
| Final Exam | <u>200</u> |
| Total | 1,000 |
- b. Grading Scale
- | | | |
|-------------------|---|---|
| 930 - 1000 points | = | A |
| 840 - 929 points | = | B |
| 700 - 839 points | = | C |
| 600 - 699 points | = | D |
| Below 600 point | = | F |
3. Other Policies
- a. In this course, the students are encouraged to develop managerial decision-making skills where your decisions **must be supported** by logical, “well-thought-out” analysis. The student’s ability to **think strategically** should be enhanced as the students learn to assess environmental forces in competitive situations, evaluate alternatives, and design marketing responses that will lead to effective marketing solutions.
- b. Each student will be placed in a team with at least one other student to complete group assignments for this course. These teams may vary for each assignment as determined by the professor.
- c. Case and debate topics will be assigned to teams by the professor.

- d. Professor contact details:
Dr. Steve Greene
Office: GC 3F22
Email: sgreene@oru.edu

If you need to schedule a meeting with the Dean of the School of Business, Dr. Steve Greene, regarding his classes or for career advisement, please see the URL site listed below. This site will give you specific days and time blocks available to book your requested meeting with him. (Use of the email address and the “Send a message to Dr. Steve Greene” link on the right side of the webpage will receive no response.) Please note that all meetings are limited to 15 minutes. If more time is needed, other arrangements must be made by contacting the Dean's office at 918.495.7040.

<https://my.timedriver.com/RFCJ2>

4. Whole Person Assessment Requirements: None.

VI. COURSE CALENDAR

<u>Week</u>	<u>Topic</u>	<u>Chapter</u>
1	Course Introduction Marketing in Review	
2	Marketing and Sales	KP – 1
3	Case Analysis	KP – 3
4	Marketing Strategy	KP – 1
5	Financial Analysis The Marketing Plan Market Analysis	KP – 2 KP – 1 KP – 4
6	Product Strategy Integrated Marketing Communication Strategy	KP – 5 KP – 6
7	Pricing Strategy Marketing Channel Strategy	KP – 8 KP – 7
8	Marketing Metrics	
	Mid-term Exam	
9	Marketing Plan Presentations	
10	Case Analysis	KP – 3
11	Spring Break	
12	Case Analysis	
13	Case Work	KP – Cases
14	Critical Thinking	
15	Presentations	Outside Reading
16	Presentations	Outside Reading
	Final Exam	

Course Inventory for ORU's Student Learning Outcomes

Marketing Management MKT 455 Spring 2011

This course contributes to the ORU student learning outcomes as indicated below:

Significant Contribution – Addresses the outcome directly and includes targeted assessment.

Moderate Contribution – Address the outcome directly or indirectly and includes some assessment.

Minimal Contribution – Address the outcome indirectly and includes little or no assessment.

No Contribution – Does not address the outcome.

The student Learning glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

OUTCOMES and Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
1	Outcome #1 – SPIRITUALLY ALIVE				
	<i>Proficiencies/Capacities</i>				
1A	Biblical knowledge			x	
1B	Sensitivity to the Holy Spirit			x	
1C	Evangelistic capability			x	
1D	Ethical behavior	x			
2	Outcome #2 – INTELLECTUALLY ALERT				
	<i>Proficiencies/Capacities</i>				
2A	Critical thinking	x			
2B	Analytical problem solving	x			
2C	Global and historical perspectives		x		
2D	Aesthetic appreciation				x
2E	Intellectual creativity	x			
2F	Information literacy	x			
3	Outcome #3 – PHYSICALLY DISCIPLINED				
	<i>Proficiencies/Capacities</i>				
3A	Healthy lifestyle				x
3B	Physically active lifestyle				x
3C	Properly balanced nutrition plan				x
4	Outcome #4 – SOCIALLY ADEPT				
	<i>Proficiencies/Capacities</i>				
4A	Communication skills	x			
4B	Interpersonal skills	x			
4C	Appreciation of cultural and linguistic differences				x
4D	Responsible citizenship	x			
4E	Leadership capacity	x			