

Syllabus for
GMKT 564 – Marketing Management
MKT 455 – Marketing Management
3 Credit Hours
Spring 2013

I. COURSE DESCRIPTION

An examination of marketing concepts, policies, and procedures related to consumer and industrial goods. Emphasizes analytical tools used to aid in marketing decision-making. Includes all aspects of marketing and provides additional depth and application through case studies.

Prerequisite: MGT 130 and MKT 130.

II. COURSE GOALS

The purpose of this course is to enable the student to do the following:

- A. Learn to integrate and apply marketing knowledge to solve strategic problems in real business situations
- B. Develop and refine managerial decision-making skills in marketing strategy formulation
- C. Experience an environment for application of current marketing principles and tools
- D. Improve the communication skills requisite to successful business careers
- E. Improve the ability to think critically and collaborate effectively in team settings
- F. Internalize Christian business ethics and professionalism

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

Upon successful completion of Marketing Management, the student will be able to do the following:

- A. Complete a marketing plan using a methodology which encompasses both organizational and environmental considerations
- B. Analyze complex marketing problems and design solutions that reflect an understanding of strategic marketing issues
- C. Utilize established marketing tools and planning techniques for strategy implementation
- D. Apply knowledge of marketing strategy and marketing management to develop a comprehensive written marketing plan and presentation for an organization
- E. Actively participate in group projects and communicate results in oral presentations and written reports

IV. TEXTBOOK AND OTHER LEARNING RESOURCES

Required Material

Kotler, Philip and Kevin Lane Keller. *A Framework for Marketing Management*, 6th Edition. Upper Saddle River, New Jersey: Prentice Hall, 2011. ISBN- 9780132539302.

GRAD STUDENT REQUIRED READING:

- 1. Celente, Gerald. *Trend Tracking: The System to Profit from Today's Trends*. New York, NY: Warner, 1991. Print.
ISBN: 978-0446392877
- 2. Ries, Al, and Jack Trout. *The 22 Immutable Laws of*. New York, NY: HarperBusiness, 1994. Print.

- ISBN: 978-0887306662
3. Gladwell, Malcolm. *Blink*. New York: Back Bay, 2007. Print.
ISBN: 978-0316010665
 4. Surowiecki, James. *The Wisdom of Crowds*. New York: Anchor, 2005. Print.
ISBN: 978-0385721707
 5. Kim, W. Chan., and Renée Mauborgne. *Blue Ocean Strategy*. Boston, MA: Harvard Business School, 2005. Print.
ISBN: 978-1591396192
 6. Martin, Chuck. *The Third Screen*. Boston: Nicholas Brealey Pub., 2011. Print.
ISBN: 978-1857885644
 7. Hopkins, Claude C. *Scientific Advertising*. London: Really Simple Media, 2011. Print.
ISBN: 978-1453821084
 8. Bogusky, A. M., and John Winsor. *Baked In*. Chicago: Agate, 2009. Print.
ISBN: 978-1932841572
 9. Joyner, Mark. *The Irresistible Offer*. Hoboken, NJ: Wiley, 2005. Print.
ISBN: 978-0471738947
 10. Moon, Youngme. *Different*. New York: Crown, 2011. Print.
ISBN: 978-0307460868
 11. Hallinan, Joseph T. *Why We Make Mistakes*. New York: Broadway, 2009. Print.
ISBN: 978-0767928069
 12. Vaynerchuk, Gary. *Crush It!* New York: HarperStudio, 2009. Print.
ISBN: 978-0061914171
 13. Ott, Adrian C. *The 24-hour Customer*. New York: HarperBusiness, 2010. Print.
ISBN: 978-0061798610
 14. Wiseman, Liz, and Greg McKeown. *Multipliers*. New York: HarperBusiness, 2010. Print.
ISBN: 978-0061964398

UNDERGRAD STUDENT REQUIRED READING:

1. Ries, Al, and Jack Trout. *The 22 Immutable Laws of*. New York, NY: HarperBusiness, 1994. Print.
ISBN: 978-0887306662
2. Kim, W. Chan., and Renée Mauborgne. *Blue Ocean Strategy*. Boston, MA: Harvard Business School, 2005. Print.
ISBN: 978-1591396192
3. Bogusky, A. M., and John Winsor. *Baked In*. Chicago: Agate, 2009. Print.
ISBN: 978-1932841572
4. Ott, Adrian C. *The 24-hour Customer*. New York: HarperBusiness, 2010. Print.
ISBN: 978-0061798610

V. POLICIES AND PROCEDURES

A. University Policies and Procedures

1. **Attendance at each class or laboratory is mandatory at Oral Roberts University. A total of one (1) absence is permitted for this course due to the fact that it meets only once per week. The professor has the right to reduce the class participation grade by a full rubric for each additional absence or excessive tardiness.**
2. Students taking a late exam because of an unauthorized absence are charged a late exam fee.
3. **Late Work:** The ORU catalog (p. 25) states that the "*privilege* of making up assignments are between faculty and student." Thus, in this class, an assignment submitted late will eliminate

the option of the student re-submitting the work for a higher grade. Furthermore, such assignments more than two weeks late will not be accepted and a zero will be given. Tardy assignments due to administrative excuses and verifiable serious illness will not receive late penalties.

4. 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, electronic, video, multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU's Honor Code: "I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and submitting them as one's own. Other forms of academic dishonesty include (but are not limited to) the following:
 - a. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers;
 - b. Failing to meet group assignment or project requirements while claiming to have done so;
 - c. Failing to cite sources used in a paper;
 - d. Creating results for experiments, observations, interviews, or projects that were not done;
 - e. Receiving or giving unauthorized help on assignments.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. Penalties for any of the above infractions may result in disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.
5. 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.
6. Students are to be in compliance with University, school, and departmental policies regarding Whole Person Assessment requirements. Students should consult the WPA handbooks for requirements regarding general education and the students' majors.
 - a. The penalty for not submitting electronically or for incorrectly submitting an 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.

B. Course Policies and Procedures

1. Evaluation

- a. Grading System [*See following page*]

Procedures

See Attached Rubric

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GRAD/UG MARKETING MANAGEMENT RUBRICS

<i>SPRING 2013</i>	Exemplary	Competent	Acceptable	Not Acceptable	No Effort	Weight of Overall Grade:
CRITERIA	4	3	2	1	0	
Product Intro / 5C's Presentation						5%
STP & Target Market Presentation						5%
Competitive Adv & Position Statement Presentation						5%
SuperBowl Presentation						5%
Product PLC & BCG Presentation						5%
Re-Branding Presentation						5%
Pricing Presentation						5%
Distribution Presentation						5%
Promotion Presentation						5%
Midterm Exam	93-100	84-92	70-83	60-69	Below 60	10%
Final Exam	93-100	84-92	70-83	60-69	Below 60	10%
Class Participation <i>(including attendance, quizzes, and tweets)</i>	Exemplary class participation attendance, & quiz scores	Competent class participation attendance, & quiz scores	Acceptable class participation attendance, & quiz scores	Little evidence of participation, excessive absences or tardiness		15%
Final Presentation	Exemplary Presentation	Competent Presentation	Acceptable Presentations; Typos; Run out of Time	Little Evidence of Effort, Missing Work, Flawed, Late		20%

Total: 100%

- b. Grade Breakdown according to Rubric (previous page):
- A = 90% +
 - B = 75%-89%
 - C = 50%-74%
 - D = 40%-49%
 - F = Below 40%
3. **Exams** consist of questions over the text, handouts, and class lectures. Exams are cumulative. Any disputes regarding exam questions or grades must be submitted in writing. Students should indicate the accepted response, his or her response, and justification for the accuracy of his or her response.
 4. **Missing an Exam:** Exams must be taken on the assigned date. If extenuating circumstances arise and a written notice is submitted to the instructor at least 24 hours in advance, a make-up exam may be scheduled. Those students who are ill the day of the exam must notify the department secretary by phone (x7040) prior to the time of the exam. A doctor's written excuse at the time the student returns to the classroom will be required to schedule a make-up exam. Failure to comply with these rules will result in a student forfeiting the right to take a make-up exam.
 5. Each student will be placed in a team with at least two other students to complete group assignments for this course. These teams will function as a marketing management team for an assigned product.
 6. **Academic Dishonesty:** Each student is responsible for submitting his or her own work or work completed by his or her team as defined by the assignment. Development of solid Christian values and moral integrity requires that any violations not be tolerated.
 7. Each team will complete a **Marketing Plan**, in the form of professional marketing management documents. These documents contain group research and assignments (i.e., opportunity analysis, marketing strategy, etc.).
 8. Each student will receive **participation points** based on assignments and in-class activities. When specified by the instructor, assignments and activities may reflect group participation.
 9. **Presentations** of completed assignments will be presented throughout the course and should be treated as if they were professional briefings. The target audience will be a decision-making group within the organization. Teams are expected to communicate on a professional level with equal effort from all team members. All individuals should participate in the presentation and demonstrate involvement as a cohesive team.
 10. **Grading** for the marketing plan, presentations, and assignments will be based upon the quality of the written analysis and individual contribution to the project. Team members will be required to complete a confidential, critique of each team member's performance. The peer evaluation score for an individual will reflect averaged responses from team members. Final project scores (plan, presentation, or assignment) assigned to teams may also be individually revised, based upon the critiques. This is to encourage teams to work on a professional level and to participate equally in the development of the project. The final project grade for an individual will be the team score with any adjustments from peer and instructor review of an individual's performance.

11. In this course, students are encouraged to develop their marketing skills by participating in managerial *decision-making* activities where decisions are *supported* by logical, well-thought-out analysis. 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 the success of the firm.
12. **Whole Person Assessment Requirements:** *None*
13. **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 contact his assistant at 918.495.7040.**
14. **Professor's contact info:**
Dr. Steve Greene
Office: GC 3F23
Email: sgreene@oru.edu

COURSE CALENDAR ITEMS

The course calendar will be updated weekly and made available online and on the Graduate Business bulletin board throughout the semester. Students should be prepared to complete a book, case study and/or project weekly. Assignments will be at the discretion of the professor.

- A. Lecture Topics
 1. Marketing Decision Making
 2. Customer Value Perception
 3. Management Evaluations
 4. Competitive Advantage
 5. Brand Strategy
 6. Market Segmentation and Targeting
 7. Marketing Plan – Formulation and Components
 - a. Situational Analysis
 - b. Segmenting, Targeting, Positioning
 - c. Marketing Mix
- B. Projects: Group marketing projects will be assigned throughout the semester.

Course Inventory for ORU's Student Learning Outcomes
Graduate Marketing Management GMKT 564
Undergraduate Marketing Management MKT 455
Spring 2013

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		

