



## Course Syllabus

### LMBA 553 Marketing Leadership

3 Credit hours

#### I. COURSE DESCRIPTION

A study of marketing management, with a view toward creating and implementing competitive, market-sensitive, and market-driven organizational development and strategic activity. The course emphasizes an integrated, comprehensive understanding and application of classical and contemporary marketing theory, across all the dimensions of the marketing mix. Specific understandings of globalized concepts of marketing will be examined.

#### Prerequisites:

#### II. ACADEMIC MISSION

Oral Roberts University's academic mission is to transform students by the power of the Holy Spirit into whole, competent servant-leaders through liberal arts and professional education that is fully Christian. Within a Spirit-filled healing community, administration, faculty, and staff love and serve students by helping them grow in knowledge, skills, wisdom, character, and spirit. Student transformation is measured through the evaluation of student expression of University learning outcomes as demonstrated through the following outcomes.

- 1 Spiritual Integrity
- 2 Personal Resilience
- 3 Intellectual Pursuit
- 4 Global Engagement
- 5 Bold Vision

The last page of this syllabus, "COURSE INVENTORY for ORU's Course Objectives," indicates how this course supports ORU's academic mission and ORU's whole-person approach to learning outcomes.

#### III. PROGRAM OUTCOMES

This course is offered by the ORU's College of Business graduate school. This course supports the program outcomes of the Masters in Business Administration in Leadership. The MBA-L has 6 program learning outcomes, listed below. By way of introduction, this course supports five of the six outcomes marked below in **bold text** and with an asterisk (\*).

**1. Core Business Knowledge \***

Demonstrate in depth understanding of graduate level business knowledge and theory across the major business disciplines.

**2. Ethical Leadership\***

Demonstrate an application of ethical principles in a personalized and preferred leadership structure and style

**3. Global Perspectives\***

Demonstrate cultural sensitivity and respect for global perspectives and an ability to analyze market, economic, social and political trends in a global environment.

**4. Ethical Business Information\***

Demonstrate appropriate ability to ethically identify, access, evaluate, and apply business information in a business environment.

**5. Oral Communication**

Demonstrate competencies in verbal skills using the latest technology when appropriate.

**6. Written Communication\***

Demonstrate competencies in writing using the latest technology when appropriate.

**IV. COURSE GOALS****V. COURSE OBJECTIVES**

**After successfully completing this course, I should be able to:**

1. Comprehend the core concepts and components in marketing.
2. Adopt a holistic marketing orientation that is customer-centric.
3. Design strategic marketing strategies for growth and sustainability.
4. Conduct demand forecast and market-related research studies.
5. Explain the role of branding and the value of brand equity.
6. Design strategies related to each of the four components of the marketing mix.
7. Create competitive strategies for the global market.
8. Comprehend the vocabulary of marketing management.

**VI. TEXTBOOK AND OTHER LEARNING RESOURCES**

Before you purchase your required textbook(s), click on the ORU Bookstore link to verify whether digital texts are provided as part of your Follett ACCESS course fee. <http://www.bkstr.com/oralrobertsstore/home>

**Required Materials**

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Boston: Pearson. [Print ISBN: 9780133856460; Digital ISBN: 9780133856606]

**VII. POLICIES AND PROCEDURES****A. University Policies and Procedures**

1. **Plagiarism:** The ORU Catalog explicitly addresses the issue of plagiarism. Make sure you know [ORU's policy on plagiarism](#) and [what is considered plagiarism](#).
2. **Privacy:** By law, students are entitled to privacy regarding their records. The Family Educational Rights and Privacy Act of 1974 (FERPA), as amended and available in the [ORU University Catalog](#), sets forth requirements designed to protect the privacy of student education records.

The law governs access to records maintained by educational institutions and the release of information from those records.

**3. Whole Person Assessment Requirements:**

- a. Specify which, if any, Whole Person Assessment requirements there are for this course.  
None for this course.

**B. School and/or Department Policies and Procedures**

**1. Class Assignments**

- a. Students need to have the appropriate textbooks, course materials, and other supplies as designated by the professor.
- b. Professors may refuse to accept an assignment if it has inappropriate content, does not meet the assignment's criteria (e.g., not typed, incorrectly documented), is incomplete, is suspected of plagiarism, or is turned in too late.

**2. Late Work**

- a. The student is responsible for obtaining class assignments and materials, and all work is expected to be completed as scheduled. The professor may not accept late work, or it may result in a lower grade. Computer or Internet malfunctions do not constitute an excuse for late work; students should have their work prepared in time to ensure that they can get it completed, edited, and proofread prior to the instructor's due date. These responsibilities assist the student in professional development.
- b. Generally, assignments missed from a serious sickness or family crises can be made up and the instructor should be notified as soon as possible to reach an agreement on due dates and possible penalties. Each instructor has his or her own late-work policy. Instructors use their own judgment in accepting late work.

**3. Incompletes**

On rare occasions, the grade of "I" may be given for work that is incomplete at the time grades are given. It is given only after the instructor and the department chair or college dean approve a petition submitted by the student that his or her work is incomplete for good cause. Good cause typically consists of a catastrophic event in which the student is prevented from completing the course requirements. It is the responsibility of the student to initiate the petition through <http://petitions.oru.edu>, make up any incomplete work, and ask the instructor to submit a grade change to the registrar. If the work is not completed by the end of the subsequent session, the incomplete will automatically convert to an "F." For graduating seniors, the degree will be awarded in the term that the student completes his or her course work, not the final term of enrollment.

**4. Citations**

Textbook(s) and materials for the course are listed using standard [citation style](#) (APA, MLA, Chicago, Turabian, etc.). Since other styles may be used in disciplines other than the one used in this course or school, the [ORU Citing and Documenting Sources](#) pages offer a collection of styles students may choose from. This course asks that students be consistent in whatever style they use throughout the course.

**C. Online Programs Policies and Procedures**

1. **Communicating with your Instructor:** All email communication between students and faculty will be through their ORU.edu emails.
2. **Learning Community:** Online learning community is established through active participation in the threaded weekly discussions. The mutual exchange of ideas, information, and experiences is an essential part of the learning process, and students are encouraged to use the discussion forum as virtual classroom platform.
3. **ADA and Students with Disabilities:**

- Click here ( <http://www.brightspace.com/about/accessibility/> ) to view Desire2Learn's "Accessibility Resources for Students with Disabilities."
- Students requiring Disability Services from ORU, <https://goo.gl/dLHnnM>
- Desire2Learn (D2L) Accessibility Guidelines and Checklist: <https://goo.gl/Ck4RwY>
- D2L Accessibility Policy: <https://www.d2l.com/accessibility/>

**4. Useful Links for Online Students:**

- [Student Learning Glossary](#)
- Library: <http://library.oru.edu>.
- D2L Helpdesk: [d2lhelp@oru.edu](mailto:d2lhelp@oru.edu)
- I.T. Student Helpdesk: [studenthelpdesk@oru.edu](mailto:studenthelpdesk@oru.edu)
- [Netiquette and Online Discussions](#): <https://goo.gl/f744AY>
- Contact the University: please [fill out this online form](#). Please first contact your instructor for assistance with any matter specific to the course.

**D. Course Policies and Procedures**

- 1. Evaluation Procedures:** The final grade will be based on forum discussions, projects, and a final exam. The weight of each item is included in the Course Calendar. Extra credit items are not offered in this course.

Grade Weight	Category
28%	Forum Discussions
58%	Projects
14%	Final Exam
100%	

**2. Grading Scale:**

A=90-100% B=80-89% C=70-79% D=60-69% F=59% and below.

**3. Other Policies and/or Procedures**

None

## VIII. COURSE CALENDAR

The Course Calendar shows the specific learning activities and assessments for this course, along with their respective grade weights. Further descriptions for activities and assessments are in their respective weeks in D2L. When applicable, ¥ Indicates this is a Whole Person Assessment item. † indicates this is a faith integration item tracked by the program.

<b>Week 1</b>	<b>Marketing Management and Strategies</b>	<b>Hours</b>	<b>Weight</b>
	Read/View/Listen	3	--
	Forum 1: Marketing Today	4	3%
	Quiz 1: Kotler & Keller Chapters 1 and 2	2	2%
	Project 2: Start working on Project 2	1	(5%)
<b>Week 2</b>	<b>Marketing Insights</b>	<b>Hours</b>	<b>Weight</b>
	Read/View/Listen	2.5	--
	Forum 2: Marketing Research	4	3%
	Project 2: Section 1.1 – Review of Industry, players, and company’s strategy	4	5%
<b>Week 3</b>	<b>Customer Markets</b>	<b>Hours</b>	<b>Weight</b>
	Read/View/Listen	2.5	--
	Forum 3: Mental Accounts †	4	3%
	Quiz 3: Kotler & Keller Chapters 3-6	2	2%
	Project 4: Start working on Project 4	1	(5%)
<b>Week 4</b>	<b>Business and Global Markets</b>	<b>Hours</b>	<b>Weight</b>
	Read/View/Listen	2.5	--
	Forum 4: B2B and Basic Marketing	4	3%
	Project 4: Section 1.2 - Marketing Objectives	4	5%
<b>Week 5</b>	<b>Market Segments and Brand Positioning</b>	<b>Hours</b>	<b>Weight</b>
	Read/View/Listen	2.5	--
	Forum 5: Market Segments and Targets	4	3%
	Quiz 5: Kotler & Keller Chapters 7-10	2	2%
	Project 6: Start working on Project 6	1	(7%)
<b>Week 6</b>	<b>Brand Equity, Competition, and Growth</b>	<b>Hours</b>	<b>Weight</b>
	Read/View/Listen	3	--
	Forum 6: The Nature of Competition	4	3%
	Project 6: Section 2 - Target Market Selection	4	7%
<b>Week 7</b>	<b>Product Strategy and Services Management</b>	<b>Hours</b>	<b>Weight</b>
	Read/View/Listen	2.5	--
	Forum 7: Product Strategy	4	3%
	Quiz 7: Kotler & Keller Chapters 11-14	2	2%
	Project 8: Start working on Project 8	1	(7%)
<b>Week 8</b>	<b>New Market Offerings and Pricing Strategies</b>	<b>Hours</b>	<b>Weight</b>
	Read/View/Listen	2.5	--
	Forum 8: Pricing Strategies	4	3%
	Project 8: Section 3.1 and 3.2 – Marketing Mix	4	7%
<b>Week 9</b>	<b>Delivering Value</b>	<b>Hours</b>	<b>Weight</b>
	Read/View/Listen	2.5	--
	Forum 9: Marketing Channels	4	3%
	Quiz 9: Kotler & Keller Chapters 15-18	2	2%
	Project 10: Start working on Project 10	1.5	(7%)
<b>Week 10</b>	<b>Integrated and Mass Marketing Communications</b>	<b>Hours</b>	<b>Weight</b>

	Read/View/Listen	2.5	--
	Forum 10: Integrated Marketing Communications	4	3%
	Project 10: Section 3.3 and 3.4 – Marketing Mix	4	7%
<b>Week 11</b>	<b>Digital and Personal Communications</b>	<b>Hours</b>	<b>Weight</b>
	Read/View/Listen	2.5	--
	Forum 11: Make a brand and develop your sales force †	4	3%
	Quiz 11: Kotler & Keller Chapters 19-22	2	2%
	Project 12: Start working on Project 12	1.5	(8%)
<b>Week 12</b>	<b>Long-term Success</b>	<b>Hours</b>	<b>Weight</b>
	Read/View/Listen	1.5	--
	Forum 12: Art or Science? †	4	3%
	Project 12: Section Four – Budget and Evaluation (Final Copy)	4.5	8%
<b>Week 13</b>	<b>Final Thoughts and Final Exam</b>	<b>Hours</b>	<b>Weight</b>
	Read/View/Listen	4	--
	Forum 13: What I Learned? †	4	3%
	Final Exam	2	10%
<b>Course Total</b>	Total estimated hours based upon an average of 13 hours per week for 13 weeks	131.5	100%

## IX. COURSE INVENTORY

For ORU's Course Objectives

### LMBA 553 OL Marketing Leadership

This inventory indicates the extent to which this Course's Objectives contribute to the Outcomes of its primary Program, and aligned upward to one or more of ORU's University Outcomes (in grey below):

- **Significant Contribution** – Addresses the outcome directly and includes targeted assessment.
- **Moderate Contribution** – Addresses the outcome directly or indirectly and includes some assessment.
- **Minimal Contribution** – Addresses the outcome indirectly and includes little or no assessment.

OUTCOMES	Significant	Moderate	Minimal
<b>1. Spiritual Integrity</b>			
<b>PO4. Ethical Business Information:</b> Demonstrate appropriate ability to ethically identify, access, evaluate, and apply business information in a business environment.	X		
• CO2. Adopt a holistic marketing orientation that is customer centric.	X		
<b>2. Personal Resilience</b>			
<b>3. Intellectual Pursuit</b>			
<b>PO1. Core Business Knowledge:</b> Demonstrate in depth understanding of graduate level business knowledge and theory across the major business disciplines.	X		
• CO1. Comprehend the core concepts and components in marketing.	X		
• CO8. Comprehend the vocabulary of marketing management.	X		
<b>PO6. Written Communication:</b> Demonstrate competencies in writing using the latest technology when appropriate.	X		
• CO3. Design strategic marketing strategies for growth and sustainability.	X		
• CO4. Conduct demand forecast and market-related research studies.			
• CO5. Explain the role of branding and the value of brand equity.			
<b>4. Global Engagement</b>			
<b>PO3. Global Perspectives:</b> Demonstrate cultural sensitivity and respect for global perspectives and an ability to analyze market, economic, social and political trends in a global environment.	X		
• CO7. Create competitive strategies for the global market.	X		
<b>5. Bold Vision</b>			
<b>PO2. Ethical Leadership:</b> Demonstrate an application of ethical principles in a personalized and preferred leadership structure and style	X		
• CO6. Design strategies related to each of the four components of the marketing mix.	X		

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This syllabus is subject to change without notice up until the first day of the semester.

Oral Roberts University | 7777 S. Lewis Avenue, Tulsa, OK 74171

E-mail: [online@oru.edu](mailto:online@oru.edu) | Web site: <http://www.oru.edu>

