

SYLLABUS BUS 371, Fall 2008 MARKETING MANAGEMENT I

Professor: John M. Planchon

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Office Hours: Monday and Wednesday from 2:00 –4:00 p.m. Please feel free to drop by my office whenever you need to speak with me; however, if it is not during office hours, I may have other obligations and be unable to talk with you. Please don't be offended if that happens. Also, the time immediately before a class meeting is very important to me. Please do not drop by my office for help in the hour immediately before a class meeting.

Texts: Kotler, Philip and Kevin Lane Keller.. Marketing Management, 13th ed. Prentice Hall, Inc, Englewood Cliffs, New Jersey. HBS Case packet: *Atlantic Computer; The Fashion Channel; MedNet.com; Rosewood Hotels and Resorts; Natureview Farm; Mountain Man Brewing.*

Honor Code: All assignments for this course, unless specifically exempted by me, are to be pledged under the honor code. It is your responsibility to be thoroughly familiar with the honor code and what might constitute a violation of the code.

Course Perspective and Objectives: Marketing Management I is organized around the study of marketing as an exchange process; i.e., how transactions are initiated, motivated, facilitated and consummated. You have studied demand in economics. In this course, you will examine theories, principles and practices aimed at explaining and managing demand—yes, managing demand! Moreover, you will examine the environment within which demand arises and is managed. I hope upon completion of this course you will have sufficient theoretical understanding of marketing principles to understand and explain marketing phenomena in a logically consistent manner. In order to facilitate this understanding, we'll be using some very noted marketing models to aid in making marketing decisions. The homework exercises used in conjunction with these models will be an important component of the course.

Responsibilities of the Student

- Adequate preparation of all assignments before each class
- Regular attendance and active/meaningful participation in class meetings.
- An honest effort to gain a thorough understanding through critical evaluation of course material.
- Scheduling appointments with the teacher when problems with the course are encountered. (If I perceive a problem on an exam or other assignment, I'll ask you to schedule a conference. However, if you think you need to talk with me about the course, don't wait for an invitation!).

Grading and Evaluation of Performance:

Course grades are earned according to the following scheme:

95-100	A	80-83	B-	67-69	D+
90-94	A-	77-79	C+	64-66	D
87-89	B+	74-76	C	60-63	D-
84-86	B	70-73	C-	Below 60	F

A weighted course average will be calculated using the following weights for assignments:

Exams 1 & 2, 10 % each.....	20%
Homework from Cases 5%.....	50%
Final Exam	30 %

Class Attendance:

Many concepts and theories not presented in your text will be introduced and discussed in lecture. It is unwise to miss class or to depend upon others' notes for this information. Your absence will affect your learning and your performance on exams. Further, if the professor deems that a student is not participating in the course through attendance and being adequately prepared for class, exams, and other assignments, he may request that the Dean of the College drop the student from the course. After three absences, including exams, a student will be referred to the Dean of Academic Support, and the Dean of the College might be asked to drop the student from BA 371 with a failing grade.

Nature of Exams:

Exams in marketing management are designed to allow students to demonstrate their knowledge of specific course content as well as their mastery of complex material by synthesizing seemingly disparate concepts, theories, constructs, and practices. As new concepts are introduced, one should be able to define and illustrate those concepts as part of his/her new marketing vocabulary. **Keep in mind that illustration, although at times an important aid to understanding a definition is not a definition.** Moreover, one should be able to demonstrate an understanding of a concept through applying it to a marketing situation. Your final exam will cover the entire term's assignments, lectures, and readings. The date and time of the final exam is listed in the course schedule provided by the registrar's office.

There are no make-up exams or make-up homework—there is none! If either of the two exams is missed, its value will be added to the value of the comprehensive final exam. It does not matter why an exam or exams might be missed. In all cases its (their) value will be added to that of the comprehensive final exam.

All homework must be deposited in my inbox (\\Fileserver1\acad_dept_pgm\Econ_Bus\Planchon_John\inbox) before the beginning of the class period for which it is assigned. The file for a particular homework should be identified exactly as follows. Name of Assignment_BUS371_01(or 02).docx If the assignment were for Atlantic Computer, and the team completing the work were in section two, the file would be Atlantic_BUS371_02.docx I'm sorry to be so picky about file names, but this procedure will help me keep up with the **many** files of homework.

Since homework will be used for class discussion on the day for which it is assigned, if the homework deadline is missed, the homework is unacceptable. There is no remedy for missed homework.

Disability Services:

Anyone who has received documentation through Disability Services and needs accommodations for testing should let me know well before the first exam. All students who do not take an exam at the regularly scheduled time must take the exam before the examination period.

A syllabus with a reading/exam schedule will be deposited in my public folder found at \\Fileserver1\acad_dept_pgm\Econ_Bus\Planchon_John\Public

During the course of the term, many items relevant to our study will be deposited in that folder. You should check it regularly.

Schedule BUS 371 Fall Semester 2008

The schedule below is approximate. That is, the date for readings might change. You are responsible for getting these changes that will be announced in class.

DATE	ASSIGNMENT
August 28	What is Marketing? Heileman Brewing distributed
September 2-4	Heileman Brewing Case & A Framework for Marketing, Chapters 1-4
September 9-11	Chapters 4, 5, Rosewood Hotels Due Sept. 16
September 16-18	Chapters 6
September 23-25	Chapter 7, 8 Fashion Channel Due Sept. 30
September 30, October 2	Chapters Chapter 9 October 2 Exam I handed out in class chapters 1-8 and class materials
October 7-9	Chapters 9, 10 Exam I due (hard copy, in class) beginning of period October 9
October 14-16	Chapter 11
October 21	Fall Recess
October 23	Chapter 12, 13 Mountain Man Brewing Co Due October 28
October 28-30	Chapter 14 Atlantic Computer Due November 4
November 4-6	Chapter 15- 16 MedNet Due November 13
November 11-13	Chapter 15-16
November 18-20	Chapter 17-19 Natureview Farm Due November 25
November 25	Chapter 17-19
November 27	Thanksgiving Break
December 2	Exam II Due Chapters 9-19
December 4	Return exam and instructions for final