

**SYLLABUS MARKETING MANAGEMENT I
BUSINESS ADMINISTRATION 371
Fall 2004**

Professor: John M. Planchon
Office: 332 Buckman Hall
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Office Hours: MW 3-5 and Tuesday 2-4. 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.

Text: Kotler, Philip. Marketing Management, 11th ed. Prentice Hall, Inc, Englewood Cliffs, New Jersey.

Honor Code: All papers, exams, projects, and other 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 it. A student found in violation of the Honor Code for cheating or plagiarism on an assignment for this course will automatically fail BA 371.

Course Perspective: 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. 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.

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: Letter grades will be assigned using 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, 3, are 20 % each.....	60%
Final Exam	20 %
Paper (15% <u>of the final paper grade</u> is determined by the rough draft).....	20 %

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 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, a student will be referred to the Dean of Academic Support.

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.

In the past, your professor has made available to students written answers to essay questions on previous exams. I have found that studying these answers is counter productive to learning how to approach marketing problems and to solving them in a logically informed way. The same can be said of studying notes from students who have completed BA 371. Thus, I consider it a violation of the learning environment of the course for students to engage in these activities. If one does, it might result in failing the course.

There are no make-up exams—none! If any of the first three 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.

Paper: Your paper should show evidence of a significant learning experience having taken place outside the classroom. Please note that the paper accounts for 20 % of your course grade, an amount equivalent to an exam. Thus, the paper should reflect a significant level of effort and learning.

You have great latitude in selecting a paper topic because:

1. I believe you will learn more from working on a topic in which you have a personal interest.
2. You will have the opportunity to explore in greater depth an issue that cannot be covered as extensively in an introductory course.
3. This type of project encourages you to be creative, an important characteristic of a good marketer.
4. If you choose your topic carefully, you will enjoy working on the paper/project. Everyone learns more when he or she enjoys the work.

Guidelines for the paper:

1. Papers are due at the beginning of the class period of the day indicated in the class schedule. Late papers may be penalized. All papers must be given directly to me—no mailbox deliveries, no papers slipped under my office door, no papers given to the department assistant, etc.
2. Papers sent to me as attachments which I must then print will not be accepted.
3. The paper must follow style guidelines given to you by me. These style rules will be from MLA
4. The paper must be original work for this course. That is, any paper that is part or consists entirely of another paper submitted for another course is unacceptable for this assignment. If such a paper is submitted, it will automatically be assigned a zero. It is your responsibility to make sure your paper does not violate this guideline.
5. The rough draft is **not** optional. **A rough draft is a draft of the entire paper but without final polish and corrections.**
6. More specific guidelines for the paper are provided in an attachment to this syllabus.
7. Failure to follow any of these guidelines might result in failure on the assignment.

**Schedule BA 371
Fall Semester 2004**

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 25, 27	Chapters 1-3
August 30, September 1,3	Chapters 3, 4 (On September 3, we'll discuss the Heileman Brewing Case. Be thoroughly prepared!)
September 8, 10	Chapters 4, 5, 6
September 13, 15, 17	Chapters 7, 8, 9
September 20, 22, 24	Chapter 8, 9, 10
September 27, 29, October 1	Chapters 4-10
October 4, 6, 8	October 8 Exam I Chapters 1-10 and class materials
October 11, 13, 15	Chapter 11, 12, 13 (Rough draft of paper due on October 15)
October 20, 22 (Fall Break 18 th)	Chapter 14, 15
October 25, 27, 29	Chapter 15, 16
November 1, 3, 5	Chapter (Exam II Chapters 11-16 and class materials November 5)
November 8, 10, 12	Chapter 17, 18
November 15, 17, 19	Chapter 19-20
November 22 (24-26 th Thanksgiving)	Chapter 21
November 29, December 1, 3	Chapter 22 (December 1, paper due at beginning of period)
December 6, 8	(Exam 3, December 6, chapters 17-22)

BA 371, Fall 2002
Guide for Marketing Management Paper

Below are some guidelines for the paper you will complete for Marketing Management I. Please, if you have questions, ask me about the paper; however, don't wait until a day or two before the paper is due.

1. Pick a topic that interests you and is relevant to the study of marketing.¹
2. Pick a topic about which you can develop a thesis. That is, in the introduction of your paper, you should be able to state why the topic you have selected is relevant and important to the study of marketing. Also, you should be able to state very clearly what you are going to examine in your paper. It is quite probable that this "idea" or thesis will not pop into your mind as if by magic. To the contrary, it is probable that you will have to do some reading and thinking before an idea comes to you. Look through some publications where research about marketing is presented. Some good sources are listed in #4 paragraph (a) below.
3. Use proper style. Use the Modern Language Association's style throughout your paper.
4. Make sure that you consult appropriate sources in developing your thesis and completing your paper.
 - A. **Current articles in the popular press**, e.g., *Business Week*, *Wall Street Journal*, *Fortune*, and so forth might be very useful in helping you establish the relevance and timeliness of a phenomenon. You might want to use them for that purpose.
 - B. However, popular press sources don't establish what we know about a phenomenon in an epistemological sense, and hence, they don't prepare you to explain the phenomenon you have selected to explore in your paper. Remember, we study phenomena in marketing so we might understand them. If we understand them, we can explain them, and, we hope, predict them. For information of that ilk, **you must consult scholarly research journals**, e.g.,

¹ The following list of possible paper subjects is not meant to be exhaustive. Rather, it is intended merely to illustrate some possibilities.

1. A very well documented paper on a specific trend in health care marketing.
2. A well documented paper on political advertising.
3. A well documented paper on E-commerce and marketing.
4. A paper on financial services marketing.
5. A paper on the use of sex appeals in promotion.
6. A paper investigating Porter's "generic strategies" theory of the marketplace.
7. A research paper reviewing the literature of political advertising. Theories relating to the effect of exposure rates, media differentials, and latitude of acceptance/rejection might be examined
8. A research paper in reviewing the theories of the site selection for marketing institutions.
9. An examination of a vulnerable segment in marketing.
10. Stealth marketing.

Journal of Marketing, Journal of Advertising, Journal of Advertising Research, Journal of Marketing Research, Journal of Business Research, Journal of Retailing, Journal of Consumer Research, and Journal of International Marketing. (This list of scholarly journals is not exhaustive.)

C. **By combining popular and scholarly sources**, you might establish the prevalence of a phenomenon in marketing practice. For example, in the past, students have written about celebrity endorsements. There are many articles in the popular press about how much advertising revenue is spent on securing celebrity endorsements. These articles help you establish the prevalence and popularity of the practice. However, they do not help you explain how celebrity endorsements affect those exposed to the message containing them. They do not help you predict the results of a celebrity endorsement and calculate the return on the price of the endorsement. For such information, you must examine research articles about celebrity endorsements, source effects upon message processing, credibility determinants for message content, and so forth. These research articles can help you develop a thesis about celebrity endorsements and construct an informed paper in which you explain how the phenomenon works both theoretically and in practice.

D. You might find some **sources on the web** that fall into the two categories above. That is, you might find some “full text” articles from both the popular press and scholarly journals. Treat these articles just as you would those found in journals housed in Rhodes’ or some other library. Make sure, however, that the “journal” is indeed an electronic form of an established legitimate journal (several are listed above) and not just a cheap electronic knock-off that allows would-be scholars to avoid a stringent review process before publication of their work.²

² There is one good source of full text retrieval for articles in Econ and Business that is available through the Rhodes web site. Here's how to find it:

1. Log on to Rhodes' home page
2. Go the library section on the page
3. click on data bases
4. click on business and economics
5. Click on Business and Company ASAP
6. InfoTrack Gale Group The Tennessee Electronic Library page will come up Click on Proceed
7. Click on Business and Company ASAP
8. The subject guide for your search will come up. You can limit your search by clicking on full text articles and refereed articles. (Scholarly publications will show up if you check refereed articles, and I imagine you want full-text retrieval.)
9. Once you've found articles, you might be asked for further refinement, e.g., marketing vs. accounting, etc.

Similarly, make sure you're using an on-line version of a legitimate popular press outlet, e.g., those alluded to above, and not just an on-line publication found on someone's home page! (Keep in mind that what a professor posts for his or her classes might be available to you on the web; however, that does not make it a legitimate source of information for your paper!)

5. **Sources consulted/cited:** Although I am loath to stipulate a minimum number of citations that one must use in her or his paper and the length of the paper, I am going to do so. Please use at least five scholarly sources (note this is the bare minimum) and as many or as few popular press sources as you want in completing your paper. The body of the paper, i.e., the paper excluding a title page and sources cited, must be between ten and fifteen typed double-spaced pages.

Good luck, and please consult with me if you have questions.