

## **SYLLABUS BUS 371, Spring 2012 MARKETING MANAGEMENT I**

Professor: John M. Planchon

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Office Hours: Monday and Wednesday and 1:30-3:00 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.

Class meeting: 108 Buckman Hall, 9:30 – 10:45 a.m. TTH

**Text:** Kotler, Philip and Kevin Lane Keller.. Marketing Management, 14<sup>h</sup> ed. Prentice Hall, Inc, Englewood Cliffs, New Jersey. HBS Case packet.

**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. For any student who is found in violation of the Honor Code for conduct in BUS 371, the professor may impose a penalty up to and including failure of the course.

**Course Perspective and Objectives:** Marketing Management I is organized around the study of marketing as an exchange process; i.e., how value is created for exchange, 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! Also, 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 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, and 3 @ 15 % | .....45% <sup>1</sup> |
| Quizzes & in-class work  | .....25% <sup>2</sup> |
| 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 four 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 by applying it to a marketing situation. Your final exam will cover the entire term's assignments, lectures, cases 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 —there is none!** If any of the 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

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<sup>1</sup> These exams might or might not be take home exams: I haven't decided. However, in either case, the date on the syllabus indicates when the exam is due. That is, if it is a take-home exam, the exam will be due **at the beginning of the class period** indicated on the syllabus. No exam will be accepted after class has begun. Also, if a student accepts a take-home exam when they are handed out, he/she must take the exam. If no exam is turned in, the student will earn a zero on that exam. If the exam is an in-class exam, it will be given on the date indicated on the syllabus.

<sup>2</sup> From time to time, there will be an in-class quiz. The purpose of these quizzes is to indicate the importance of selected material, the importance of being engaged during class, and the importance of engaging consistently throughout the course. These quizzes also give students an opportunity to deal with much smaller amounts of material than they will find on major exams. There will be no make-ups for in-class quizzes; however, one or so might be dropped.

exams might be missed. In all cases its (their) value will be added to that of the comprehensive final exam.

**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 begin 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\Commerce\\_and\\_Business\Planchon\\_John\Public\BUS 371 Spring 2012](\\Fileserver1\acad_dept_pgm\Commerce_and_Business\Planchon_John\Public\BUS_371_Spring_2012)

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 Spring Semester 2012

**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.**

| <b>DATE</b>            | <b>ASSIGNMENT</b>  |
|------------------------|--|
| January 12             | What is Marketing? Heileman Brewing distributed (Case discussed September 2.)  |
| January 17 - 19        | <b>Heileman Brewing Case &amp; A Framework for Marketing, Chapters 1-4</b>   |
| January 24 - 26        | Chapters 4, 5 ( <b>Heileman Brewing will be discussed on 26 January</b> )  |
| January 31- February 2 | Chapters 6 <b>Complete Rosewood and discuss Feb. 2</b>   |
| February 7 - 9         | Chapter 7, 8. .  |
| February 14 - 16       | Chapter 9  |
| February 21 - 23       | Chapters 9, 10 <b>Exam 1, Feb. 21 (chapters 1-8 and class material)</b>  |
| February 28 – March 1  | Chapter 11, 20   |
| March 6 – 8            | Chapter 12, 13 <b>Complete Atlantic Computer to discuss March 8</b>  |
| <b>March 13 – 15</b>   | <b>Spring Break</b>  |
| March 20 - 22          | Chapter 14   |
| March 27 - 29          | Chapter 15- 16-17  |
| April 3                | Chapter 18-19 <b>Complete MedNet to discuss April 3</b>  |
| April 5                | Easter Break   |
| April 10 – 12          | Chapter 17-19, <b>Exam II, April 12 (Chapters 9-15, and class materials and other material assigned for your review/study)</b> |
| April 17 - 19          | Chapter 17-19  |

April 24 - 26

**Exam III, December 24 (chapters 17, 18, 19 and class materials)**

NO ALTERNATE EXAM TIMES WILL BE OFFERED FOR THE FINAL. If an alternative time is offered for any student, an alternative must be offered to all. I have three classes with large enrollments and simply cannot schedule alternative exams for 126 students! **Please do not purchase plane tickets with the assumption that you may take your final at a different time than that scheduled.**

## Spring 2012 Final Exam Schedule

| Exam Day           | Exam Time    |             |              |
|--------------------|--------------|-------------|--------------|
|                    | 8:30 A.M.    | 1:00 P.M.   | 5:30 P.M.    |
| Monday 4/30/2012   | 2:00 pm TR   | 8:00 am MWF | 10:00 am MWF |
| Tuesday 5/1/2012   | 11:00 am MWF | 3:30 pm TR  | 9:00 am MWF  |
| Wednesday 5/2/2012 | 8:00 am TR   | 9:30 am TR  | 2:00 pm MWF  |
| Friday 5/4/2012    | 1:00 pm MWF  | 12 noon MWF | 11:00 am TR  |
| Saturday 5/5/2012  | 3:00 pm MWF  | 12:30 pm TR | 4:00 pm MWF  |

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