

SYLLABUS MARKETING MANAGEMENT I
BUSINESS ADMINISTRATION 371
Spring 2005

Professor: John M. Planchon
Office: 332 Buckman Hall
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Office Hours: Monday and Wednesday and 2:00 – 5:00 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 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 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: 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:

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, 3, are 25 % each.....	75 %
Final Exam	25 %

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, 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.

**Schedule BA 371
Spring Semester 2005**

We should plan to follow the schedule below; however, it might be necessary to make some revisions during the term. You are responsible for any revisions as they are announced in class.

Date	Assignment
January 13	Chapters 1-3
January 18-20	Chapters 3, 4
January 25-27	Chapters 4, 5, 6
February 1-3	Chapters 7, 8, 9
February 8-10	Chapter 8, 9, 10
February 15-17	Chapters 4-10
February 22-24	February 24 Exam I Chapters 1-10 and class materials
March 1-3	Chapter 11, 12, 13
March 8-10	Spring Break
Mar 15-17	Chapter 14, 15
March 22 -24	Chapter 16 Easter Break
March 29-31	Exam II Chapters 11-17, March 29 Deleted: (March 31)
April 5-7	Chapter 18
April 12-14	Chapter 19-20
April 19-21	Chapter 19, 20, 21
April 26-28	Exam III, Chapters 18-21 and class notes, Deleted: April 28 (Change Exam III to April 26 because of golf conflict.)