

## SYLLABUS BUS 371, Fall 2009 MARKETING MANAGEMENT I

Professor: John M. Planchon

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Office Hours: Monday and Wednesday and 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, 13<sup>th</sup> 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 %	.....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](\\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).doex~~ ~~If the assignment were for Atlantic Computer, and the team completing the work were in section two, the file would be Atlantic\_BUS371\_02.doex~~ Your Last Name Assignment BUS 371 Section #.docx ~~If I were in section 1 and the assignment were Heileman, then the file would be~~

[Planchon Heileman BUS371 01.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](\\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 2009

**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 27	What is Marketing? Heileman Brewing distributed (Case discussed September 3.)
September 1-3	<b>Heileman Brewing Case &amp; A Framework for Marketing, Chapters 1-4</b>
September 8-10	Chapters 4, 5 <b>Marketing Arithmetic due for discussion on Sept. 15</b>
September 15-17	Chapters 6 <del>Net 4 You due September 22</del> <u>Rosewood Hotels due September 22</u>
September 22-24	Chapter 7, 8 <del>Zenith Pet Foods Due</del> <u>Fashion Channel Sept. 30/29</u>
September 29, October 1	Chapter 9 <b>October 1 Exam I handed out in class chapters 1-8 and class materials covered on exam I</b>
October 6-8	Chapters 9, 10 <b>Exam I due (hard copy, in class) beginning of period October 8</b>
October 13-15	Chapter 11
October 20	Fall Recess
October 22	Chapter 12, 13 <b>Case for positioning a brand and brand expansion</b>
October 27-29	Chapter 14 <b>Pricing Case</b>
November 3-5	Chapter 15- 16
November 10-12	Chapter 15-16
November 17-19	Chapter 17-19 <b>Natureview Farm Due November 25</b>
November 24	Chapter 17-19
November 26	Thanksgiving Break

December 1-3

**Exam II Due Chapters 9-19**

December 8

Return exam and instructions for final

NO ALTERNATE EXAM TIMES WILL BE OFFERED.

Please note that it MIGHT (do not make air reservations based on it) be possible to take your exam on either Friday, December 11 or Monday, December 14. The exam room accommodates only 30 students so movement from one exam period to the other can occur only with even switches between the two classes.

Exam Day	Exam Time		
	8:30 am	1:00 pm	5:30 pm
Thursday, 12/10	Reading	Day	
Friday, 12/11	2:00 TTh	8:00 am MWF	10:00 am MWF
Saturday, 12/12	11:00 am MWF	4:00 pm MWF	3:30 pm TTh
Monday, 12/14	8:00 am TTh	9:30 am TTh	2:00 pm MWF
Tuesday, 12/15	1:00 pm MWF	12 noon MWF	11:00 am TTh
Wednesday, 12/16	9:00 am MWF	12:30 pm TTh	3:00 pm MWF