

**SYLLABUS MARKETING MANAGEMENT I**  
**BUSINESS ADMINISTRATION 371**  
**Fall 2006**

Professor: John M. Planchon  
Office: 332 Buckman Hall  
Telephone: 843-3922

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.

**Text:** Kotler, Philip. Marketing Management, 12<sup>th</sup> 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—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.

**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 20 % each..... | 60 % |
| Final Exam .....                  | 40 % |

**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.

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—there is 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.

**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—usually a Tuesday or Thursday evening.

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 BA 371  
Fall Semester 2006**

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>   |
|------------------------|---|
| August 24              | Chapters 1-3  |
| August 29-31           | Chapters 3, 4 Heileman Brewing Case   |
| September 5-7          | Chapters 4, 5, 6  |
| September 12-14        | Chapters 7, 8, 9  |
| September 19-21        | Chapter 8, 9, 10  |
| September 26-28        | Chapters 4-10   |
| October 3-5            | <b>October 3 Exam I handed out in class chapters 1-10 and class materials</b> |
| October 10-12          | Chapter 11, 12, 13  |
| October 17             | Fall Recess   |
| October 19             | Chapter 14, 15  |
| October 24-26          | Chapter 15, 16 <b>Exam II handed out chapters 11-16</b>                       |
| October 31, November 2 | Chapter 17, 18  |
| November 7-9           | Chapter 19-20   |
| November 14-16         | Chapter 21  |
| November 21            | Chapter 22  |
| November 28-30         | <b>(Exam III, chapters 17-22)</b>   |
| December 5             | Return exam and instructions for final  |

