

Fall 2015

MKT 4400

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Marketing FOUNDATIONS for Managers

MKT 4400 - 476

Fall 2015
Online Course
Department of Management & Marketing
College of Business Administration
University of New Orleans

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Office Hours: Tuesday 3pm-6pm; Wednesday 3pm-4pm; Thursday 4pm-6pm

Course Description:

This course is an application-oriented introduction to the principles of marketing management. The course will introduce students to the role of marketing through discussions, examinations, and projects that deal with critical marketing management issues. Particular emphasis is placed on familiarizing students with the application of marketing management techniques in business decision-making as it concerns the development and strategic positioning of the firm and its offerings in a competitive environment.

Course Materials:

- *Marketing – The Core*, 6th Ed., Kerin and Hartley, 2016, McGraw-Hill

Student Learning Objectives:

- To understand basic marketing concepts and the role of marketing within organizations and in the marketplace.
- To understand the factors which determine markets, and market segments, and what makes a market segment a good target market.
- To become familiar with the primary tools used by marketing managers to create and implement customer-oriented marketing strategies, and how these are used to reach targeted markets.
- To understand the necessary relationships between a firm's targeted market segment and its product, price, distribution and promotion.
- To understand how external factors (e.g. competition, culture, the economy, technology, and political and legal constraints) affect a firm's domestic and global marketing efforts.
- To recognize the importance of defining and implementing ethical standards and policies of social responsibility that will create enduring relationships between firms and their clients and work to the general benefit of society as a whole.
- To understand how to measure and evaluate marketing success.
- To learn skills and competencies needed to develop and prepare a marketing plan of a company.

Grade Evaluation:

Maximum Points

Exam 1	100
Exam 2	100
Exam 3	100
Marketing Plan/Case Assignments (5 @ 20pts)	100
TOTAL	400

Points Needed to Achieve Semester Grades

A = 360 points or above (90% or above)
B = 320 - 359 points (80% to 89.9%)
C = 280 - 319 points (70% to 79.9%)
D = 240 - 279 points (60% to 69.9%)
F = Less than 239 points (Less than 60%)

Course Design:

This course has been organized into three sequential units. For each unit, you will be asked to do several things. Briefly, these things are:

- Read the required chapter(s)
- Review the PowerPoint slides posted by the instructor
- Review any supplemental materials posted by the instructor, if applicable
- Complete assigned materials for evaluation (marketing plan/case assignment)
- Complete unit exam during specified time frame

Exams:

Exams will consist primarily of multiple choice questions. Exams must be completed during the specified time frames. **No make-up exams will be given except under highly extenuating circumstances and with prior approval of the instructor.** Two conditions must be met to warrant approval: (1) there is an emergency that the student discussed with me before missing the exam and (2) documentation of the emergency situation is provided. Otherwise, the student will receive 0 points for that exam.

Marketing Plan/Case Assignments:

You will complete four marketing plan/case assignments. You should reference general marketing literature in developing your assignments. Also, be sure to use as much business information as possible (can be from newspapers, magazine or personal interviews). Sound analysis, including interpretations and evaluations will also be important and considered in the evaluation of your marketing plan/case assignments.

Online Course Statement:

MKT 4400 is an online course. By registering for this class, students have agreed to the basic premise of having reliable computer and internet capability. Students are REQUIRED to activate their UNO email account and have Moodle access. The professor will only send information via UNO email and UNO Moodle. Students understand that all examinations and assignments will be conducted via Moodle. If you have any trouble setting up/accessing your account, please call (504)280-HELP.

Communication via E-mail:

At times, important course information may be sent to students by email. To that end, all students are required to have a valid UNO email address. You are responsible for ensuring that your UNO email address is set up AND that you can receive messages. Please make sure that your mailbox is not full or you may not receive messages sent to the class.

The instructor will respond to all inquiries, questions, and other electronic correspondence within a timely, but not necessarily immediate, manner. Most electronic communications will be answered within 72 hours. All email messages from the instructor will be sent to the student's UNO email address.

Moodle:

Course documents will be available on Moodle. **Please check Moodle daily, and take note of deadlines for completing assigned materials.**

Academic Integrity:

Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the Student Code of Conduct for further information. The Code is available online at <http://www.studentaffairs.uno.edu>.

To ensure academic integrity, all students enrolled in distance learning courses at the University of New Orleans may be required to participate in additional student identification procedures. At the discretion of the faculty member teaching the course, these measures may include on-campus proctored examinations, off-site or online proctored examinations, or other reasonable measures to ensure student identity. Authentication measures for this course are identified below and any fees associated are the responsibility of the student.

Students with Disabilities:

It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities should contact the Office of Disability Services as well as their instructors to discuss their individual needs for accommodations. For more information, please go to <http://www.ods.uno.edu>.

Changes to Syllabus/Schedule:

The instructor may make changes to the syllabus since unforeseen events may occur. You are responsible for any changes that are announced. Check Moodle and your UNO email daily for any class changes.

Course Outline

Week	Activities and Assignments
1	Introductions
19-Aug	Understanding the Marketing Management Process
	READ: Chapter 1
2	
24-Aug	Developing Successful Organizational and Marketing Strategies
	READ: Chapter 2
3	
31-Aug	Understanding the Marketing Environment
	READ: Chapter 3
4	
7-Sep	Understanding Consumer Behavior
	READ: Chapter 4
5	
14-Sep	Understanding Organizational Buying Behavior
	READ: Chapter 5
	ASSIGNMENT: Marketing Plan/Case, Part 1 (Due Sep 17)
6	
21-Sep	EXAM 1 (Sep 24)
7	
28-Sep	Reaching Global Consumers and Markets
	READ: Chapter 6
8	
5-Oct	Marketing Research
	READ: Chapter 7
9	
12-Oct	Market Segmentation, Targeting and Positioning
	READ: Chapter 8
	ASSIGNMENT: Marketing Plan/Case, Part 2 (Due Oct 15)
9	
19-Oct	EXAM 2 (Oct 22)

Course Outline (continued)

Week	Activities and Assignments (continued)
10	Introductions
26-Oct	Developing and Managing Successful Products and Services
	READ: Chapters 10 and 11
11	
2-Nov	Pricing Products and Services
	READ: Chapter 11
	ASSIGNMENT: Marketing Plan/Case, Part 3 (Due Nov 5)
12	
9-Nov	Distribution and Supply Chain Decisions
	READ: Chapter 12
13	
16-Nov	Managing Integrated Marketing Communications
	READ: Chapter 13
14	
23-Nov	EXAM 3 (Nov 25)
15	
30-Nov	ASSIGNMENT: Marketing Plan/Case, Part 4 (Due Dec 3)
7-Dec	ASSIGNMENT: Marketing Plan/Case, Part 5 (Due Dec 7)