



MKT 44403: Marketing Management

Spring 2012

Tuesdays, 6:00-8:45

Bob Evans Farms Hall 115

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COURSE DESCRIPTION:

Students will learn how to identify marketing problems, situations, and cause diagnosis with development of appropriate marketing strategies. In addition, case studies and a marketing simulation will be used to meet learning outcomes. Communications of findings and strategies emphasized.

TEXTBOOK AND OTHER REQUIRED MATERIALS:

Czinkota, Michael R. & Kotabe, Masaaki, Marketing Management, 3rd edition, Atomic Dog: Cincinnati, 2005.

COURSE OBJECTIVES:

Students will learn how to identify marketing problems, situations, and cause diagnosis with development of appropriate marketing strategies. In addition, case studies and a marketing simulation will be used to meet learning outcomes. Communications of findings and strategies emphasized.

GRADING POLICIES/TESTING/ASSIGNMENTS/ATTENDANCE/EXPECTATIONS

Grade calculation	% of Grade	Grading Scale
Participation	10%	A = 90 - 100%
Midterm Exam	25%	B = 80 - 89%
Cases	10%	C = 70 - 79
Final Exam	30%	D = 60 - 69%
Project	25%	F = <60%

Participation:

Participation will be measured through both attendance, the quality of comments students make in the classroom, and completion of homework. Students are advised to read the assigned chapters before coming to class in order to be prepared for classroom discussion.

Cases:

Over the course of the semester, two cases will be assigned, and these cases will be completed in groups. A grading rubrick will be distributed in class prior to the first case being assigned. Each case will comprise 5 percent of the student's final grade.

The cases will be graded on a) content: how thoroughly the aforementioned points are discussed it and b) grammar, spelling, & quality of writing. Please attach a copy of the article to the memo.

Marketing Project

For this project, students will be divided into two teams. Each team will be responsible for producing a marketing plan for an on-campus organization. This plan must be realistic and work with the client's specified needs. Final marketing plans must be at least 15 pages in length and will follow a predetermined format. In addition, students will present their findings to the client on April 28. Grades will be assigned according to the dearth of information supplied, neatness, spelling, visual appearance, and presentations. A SWOT analysis must be attached as an appendix to the project.

Examinations

The course midterm examination is tentatively scheduled for February 28. The final exam will be announced later. Both exams will be multiple-choice in structure and each will contain thirty-three questions.

The following is a tentative schedule for the course. Please note that these dates are subject to change, and that such changes will be announced in class.

DATE	CLASS	TOPIC	CLASS
Jan 10	#1	<ul style="list-style-type: none"> • Introduction & Syllabus • Marketing Overview 	<ul style="list-style-type: none"> • Introductions & Syllabus • Chapter 1
Jan 17	#2	<ul style="list-style-type: none"> • Market Planning 	<ul style="list-style-type: none"> • Chapter 2
Jan 24	#3	<ul style="list-style-type: none"> • The Marketing Environment 	<ul style="list-style-type: none"> • Chapter 3
Jan 31	#4	<ul style="list-style-type: none"> • Consumer Behavior 	<ul style="list-style-type: none"> • Chapter 4
Feb 7	#5	<ul style="list-style-type: none"> • Marketing Research 	<ul style="list-style-type: none"> • Chapter 5
Feb 14	#6	<ul style="list-style-type: none"> • Estimating Demand • Market Segmentation & Positioning 	<ul style="list-style-type: none"> • Chapter 6 • Chapter 7
Feb 21	#7	<ul style="list-style-type: none"> • Product Decisions 	<ul style="list-style-type: none"> • Chapter 8
Feb 28	#8	MIDTERM EXAM	
Mar 6	#9	<ul style="list-style-type: none"> • New Products • Pricing 	<ul style="list-style-type: none"> • Chapter 9 • Chapter 10
Mar 13	#10	<ul style="list-style-type: none"> • No Class- Spring Break 	
Mar 20	#11	<ul style="list-style-type: none"> • Distribution & SCM 	<ul style="list-style-type: none"> • Chapter 11
Mar 27	#12	<ul style="list-style-type: none"> • Promotion & Advertising 	<ul style="list-style-type: none"> • Chapter 12
Apr 3	#13	<ul style="list-style-type: none"> • Direct MKT, Sales Promotions, & Public Relations 	<ul style="list-style-type: none"> • Chapter 13
Apr 10	#14	<ul style="list-style-type: none"> • Selling & Sales Management 	<ul style="list-style-type: none"> • Chapter 14
Apr 17	#15	<ul style="list-style-type: none"> • The Future of Marketing 	<ul style="list-style-type: none"> • Chapter 15
Apr 24	#16	<ul style="list-style-type: none"> • Final Review • Presentations 	
TBA	#17	FINAL EXAM	