

**SCHOOL OF BUSINESS ADMINISTRATION
FRANCIS MARION UNIVERSITY
Summer 2015**

Instructor: Kay Lawrimore Belanger, Ph.D.

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Virtual office hours: TBD I plan to be on-line for collaboration frequently (especially at the end of the semester!). Email replies should occur daily (except for the weekends).

Course Title: Applied Marketing MBA 725

Course Description

725 Applied Marketing (3) This course examines the marketing management decision making process. Focus is upon the critical thinking related to the role of marketing within an organization. Topics include customer research, segmentation, target marketing, positioning, the marketing mix, and marketing metrics.

Objectives

1. To develop the student's understanding of the major components of the marketing program.
2. To develop the student's ability to use marketing as an orderly and insightful process for thinking about and planning for optimal success.

As the only marketing course in the MBA program, the material covered is very broad. We discuss all facets of marketing from the perspective of consumer, industrial, service, and not-for-profit firms.

TEXT Required:

Marketing Management Kotler and Keller Prentice Hall

A version of the text less than 6 years old is acceptable.

Many texts are available which provide additional examples, explanations of concepts and insights to marketing theory.

ATTENDANCE

On-campus attendance is required for Saturday, May 16 and June 27. Absence(s) from the required on-campus meetings will result in a penalty in the grade.

Active attendance is not required for the weekly meetings. However, submissions of your responses to questions/assignments are required. All on-line meetings will be recorded for your convenience.

EVALUATION

Multiple Choice Exams	25% May take each exam 3 times – highest grade is used
Marketing Evolution Reflection Paper	10% due July 7 - 8:00 am
Experiential Learning	
<ul style="list-style-type: none">Discussions	20% of final grade
<ul style="list-style-type: none">Marketing Strategy Project (written and oral presentation)	40% of final grade Student will work in team of 3. This project requires submissions of drafts prior to final submission. If a draft is not acceptable (indicates at least a C+ on the final) your final submission will be penalized by 5 points. <ul style="list-style-type: none">Customer Decision MakingProduct TheoryResearch PlanCompetitor AnalysisIndustry ReportTarget MarketPositioning StatementDemand Analysis

Examinations

Multiple choice exams are posted.

Experiential Learning

An important part of learning is the ability to transfer concepts and thought structures from one frame of reference to another. To achieve that level of learning, the experiential learning requirements ask students to individually apply concepts from the course to a specific business setting/question.

Experiential Learning

Your submission should reflect your ideas applied to the specific issues within the assignment. In general, if you provide a response that is interesting, holds value, and is appropriate you should receive all or a majority of the points. However, responses that are off target, do not effectively address the issues posed, have a grammar error or are incomplete will not receive a majority of the points. Generally, the assignments will be graded using the following:

70: not satisfactory (indicates an inadequate response)

85: a response that is typical of a student enrolled in the MBA program

90+: the response indicates thought and linkage of information

Experiential Learning: Development of a Marketing Plan

- Respond to the client's questions
- Develop a marketing plan.

- Communicate the plan in a written report and orally. The written and the oral are due at the end of the semester. You will work in a team of three.

This will require you to:

1. Conduct secondary and primary research in order to:
 - Identify the major macro-environmental forces impacting demand
 - Understand the decision making process of customers
 - Analyze the competition
2. Create a marketing strategy
 - Specify the target market
 - Develop an appropriate marketing mix strategy (product, price, place, promotion) to position the product
 - Identify the sustainable competitive advantage
3. Communicate the plan

A rubric will be provided as to how the plan will be evaluated. You will be required to submit sections of the plan during the semester. Feedback will be provided.

CLASS POLICIES AND NOTES

NO CREDIT will be awarded for exercises/assignments TURNED IN LATE.

Full credit will not be automatic on responses turned in for points. NEATNESS, CLARITY, COMPLETENESS AND PROFESSIONALISM will be considered. Responses must be prepared in a professional manner. Responses that exhibit a lack of reasonable care will not receive full credit.

Due to the large amount and complex material we cover in a relative short period, class time is not sufficient to allow mastery of the subject matter. In planning your schedule, allow time.

The instructor reserves the right to adjust the value of assignments for the class. The change will be announced.

Academic Honesty

Any student who participates in academic fraud will receive a grade of "0" for the assignment and may receive a grade of "F" in the course, in addition to the sanctions levied by the Office of the Provost. I will follow the University's academic fraud policy as outlined in the FMU Student Handbook. If your name is on the submission and there is academic fraud, you will be responsible.

Academic honesty is fundamental to the activities and principles of a university. All members of the academic community must be confident that each person's work has been responsibly and honorably acquired, developed and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful.

Academic dishonesty and misconduct includes, but is not limited to, extensive use of materials from another author without citation or attribution; extensive use of verbatim materials from another author without citation or attribution; extensive use of materials from past assignments; and extensive use of assignments from other courses. When in

doubt about plagiarism, paraphrasing, quoting or collaboration, consult the course instructor.

For exams, academic dishonesty and misconduct includes conferring with classmates during an exam in any way; copying or reading another's test; and using notes and other materials without permission of the instructor.

Disability Accommodations

FMU seeks to provide equal access to its programs, services and activities for people with disabilities. If you will need accommodations in this class, please provide a letter of verification from the Office of Counseling and Testing. Reasonable prior notice needs to be given to the instructor in order to make arrangements for accommodations. If you would like to discuss your accommodations, please contact me as soon as possible.

Writing Assistance

The FMU writing center is available to assist you with your writing assignments. They offer helpful workshops and give individual advice on specific assignments. I encourage you to take advantage of their services. Location: FH-114C Phone: 661-1528 Website: www.fmarion.edu/academics/wcenter.

Contacting me:

The best way to contact me is through my email or coming by my office during office hours. When you email me you should put MBA725~~lastname~~ in the subject line (your last name). Please identify yourself and your section in the text of the email. This is very important because sometimes I do not know who platinumpenut233@aol.com is.

Incompletes:

I will assign the "I" grade only for non-academic reasons such as major medical problems (for example, mononucleosis but not habitual hangovers), jury duty, confinement, death in the immediate family etc. that cause the student to miss so much of the work of the course that it is not reasonable, **in my opinion**, to expect the student to complete the work in the current term.