

**UNIVERSITY OF NEW MEXICO**  
**ANDERSON SCHOOL OF MANAGEMENT**  
**MGT. 322 – MARKETING MANAGEMENT**

**COURSE SYLLABUS**

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**Linda Shul, MBA**

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**Length:** 16 week course - 3 credits

**Prerequisite:** English 102 and Economics 106

**Department Assistant:** Bobbie Murray (505) 277-8438

**Learner Support:** Online Course Support

Julia Mummert at

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Technical Support

(505) 277-5757

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## **Course Description**

The course is designed as the basic marketing management course for ASM students. As such, it is a complete survey course for all ASM BBA students and the introductory course for marketing majors. The course material will be divided into **seven learning modules**. Class sessions will be conducted under the assumption that the text and reading assignments have been completed prior to the beginning of the class period.

## **Course Objectives**

After completing this course, students will be able to:

1. Discuss the role and contributions of marketing within organizations.
2. Identify and describe the role of marketing in the social and economic structure of the United States as well as internationally.
3. Define and analyze Consumer Behavior.
4. Apply concepts and techniques from marketing to solve business problems.

5. Describe career opportunities in the various areas within the marketing field.
6. Identify the Strategies for New Products and the Product Life Cycle.
7. Describe the importance of Information Technology and Marketing Research.
8. Identify the differences between Retailing, Direct Marketing, and Wholesaling.
9. Create and discuss the importance of advertising in an e-commerce world.
10. Analyze and describe Pricing Strategies and Tactics.

The course objectives are:

1. To familiarize the student with basic marketing theory and concepts.
2. To provide the student with marketing skills and techniques applicable to all management career fields.
3. To integrate published research into an operational treatment of marketing management.

## **Texts & Required Readings**

Marketing Express (Custom for UNM) by Pride & Ferrell, 5<sup>th</sup> edition.

### **Required Readings**

Students are responsible for reading articles from The Wall Street Journal that pertain to class topics. The print version of the WSJ is available in the periodicals section of Parish Library or you may purchase a discounted 15 week student subscription for yourself. Online, subscribe at: <http://student.wsj.com/info/2010/08/05/ordering-information/> (Make sure to check "15 weeks")

## **Course Expectations**

**Students should expect to spend at least 5 - 10 hours per week on this course. At a minimum**, students should read the textbook, view the chapter objectives, summary, lecture outline, PowerPoint slides, complete the weekly assignment, take the chapter quiz and post your discussion board questions. Not scheduling regular and sufficient time each week to work on the class may result in falling behind, not receiving a passing grade (C or better), or not completing the course. There is no final exam for this course. As an alternative, a comprehensive (group) marketing plan will be required.

All announcements/changes/due dates will be posted in Blackboard Vista. It is the student's responsibility to check Blackboard Vista 3-4 times each week for **Instructor Assignments**, which can be posted under Assignments in Blackboard Vista Email, or on the Discussion Board under Instructor Postings. Announcements are important since they keep students informed of changes, helpful hints or exam information.

**Collaboration:** Collaborative work, such as studying or discussing course assignments and materials with other class members, is **highly encouraged** and can be facilitated by using the Blackboard Vista email or discussion area tools.

**Copyright:** All materials in this course fall under copyright laws and should not be downloaded, distributed, or used by students for any purposes outside of this course.

**Privacy and Blackboard Vista Tracking Notice:** Blackboard Vista or the course web site automatically records all students' activities, including, your first and last access to the course, the pages you have accessed, the number of discussion messages you have read and sent, discussion text, and posted discussion topics. This data is accessed by the instructor to evaluate class participation and to identify students having difficulty using Blackboard Vista features. In order for us to feel safe sharing our perspectives and experiences, there must always be a sense of respect, safety and trust. Any student found abusing this privilege may face academic disciplinary action.

## **Computer Requirements**

### **Operating Systems and Browsers**

For recommended operating system requirements and web browser compatibility, see <http://www.webct.com/tuneup> for details on Internet browser setups.

For all browsers, JavaScript and cookies must be enabled. In order to upload files, Java must also be enabled. The WebCT Vista Tuneup site also provides advise in this regard.

### **Technical Help**

If you have trouble with any of these technical requirements, your best source of help is: **UNM's Vista Support Group** at [webct@unm.edu](mailto:webct@unm.edu) or (505) 277-5757 Monday through Friday from 8:00 a.m. to 5:00 p.m. After hours, try asking your question through UNM's FastInfo, <http://fastinfo.unm.edu>

When you are asking for help, always tell your course, your instructor and be very specific about your problem. That will help you get an answer quickly.

When you are asking for help by email, be careful where you are! If you are at a public computer, you would be sending a message from no one; there would not be a way to get back to you! So, in other words, don't click the email link on a web page. Copy and paste the email address into your email software.

## **Quizzes, Assignments, Virtual Classes, and Grading Criteria:**

Grading is not personal. It is only an imperfect evaluation of the relative merit of the work submitted. Grades cannot reflect effort, intuitive knowledge, or ability over and above that shown on the paper. **Students are advised to keep all graded assignments and exam score sheets that are returned to them until their course grade has been finalized.** In the unlikely event that an item has been recorded incorrectly in the instructor's grade book, students will need to refer to these papers to resolve any discrepancies.

### **Grading Scale:**

A = 91-100%  
B = 81- 90%  
C = 71- 80%  
D = 61- 70%  
F = 60 and below

A grade of "D" or "F" is not acceptable for courses required for graduation. A grade of "D" or "F" dictates repeating the course.

A grade of "I" indicates that a student may complete required test or assignments within 10 school days of the beginning date of the following term and have the "I" removed from the transcript. Failure to convert an "I" grade to an "A, B, or C" grade dictates repeating the course.

### **NO LATE ASSIGNMENTS WILL BE ACCEPTED.**

Chapter Quizzes (multiple choice in Blackboard Vista) 30%

Class Assignments 40%

Final Project -- Marketing Plan 30%

### **Total: 100%**

Project: Each student will complete a semester project. This marketing plan must be created in GROUPS of THREE. The task is to use the concepts, theory, and procedures discussed in class and described in the text to prepare a professional marketing plan. The Professor must approve the business for the marketing plan.

- The paper must follow the outline found in the Marketing Plan Learning Module, be double-spaced, Times New Roman font 10-12 or equivalent. The due date is listed on the course calendar. The format handed out and discussed in class must be used. Late papers will not be accepted. IT IS YOUR RESPONSIBILITY TO MAKE SURE that the professor has received your marketing plan via Blackboard Vista email. Additional information is posted on the Marketing Plan page in Blackboard Vista. Videos are also provided to help create the marketing plan.

### **Class Participation**

This course is structured around class participation. Students are expected to participate in class discussions and to formulate their ideas on the basis of assigned readings, classroom discussions and their own work experience.

### **Academic Dishonesty**

Academic dishonesty is a violation of UNM's Student Code of Conduct. Academic dishonesty as defined by that Code, includes, but is not limited to: "dishonesty in quizzes, tests or assignments; claiming credit for work not done or done by others; hindering the academic work of other students; misrepresenting academic or professional qualifications within or without the University; and nondisclosure or misrepresentation in filling out applications or other University records."

The instructor will advise the University to investigate any violations of the above stated policy. Possible sanctions include, but are not limited to, taking course quizzes and exams at a UNM-approved testing center, adjustment of course grade, withdrawal from course, and/or expulsion.

### **Reasonable Accommodations**

If you are a qualified person with disabilities who might need reasonable accommodations for any reason, please communicate that with the instructor as soon as possible so that appropriate arrangements may be made to meet your needs.

### **Revisions**

Any component of this syllabus is subject to change at the discretion of the instructor. All changes will be announced in an email before taking effect.

**This syllabus is subject to change - please keep informed!**