

UNIVERSITY OF NEW MEXICO
ANDERSON SCHOOL OF MANAGEMENT
Spring 2016
Marketing Management – MGMT-322 Online
(3 Credit Hours)

Instructor Information

Instructor	Linda Shul, MBA
Email	Please use Course Messages in UNM Learn lushul@unm.edu – use only when online systems are not functioning
Phone	224-4400 x 50021 – emailing is best
Office Hours	Face-to-Face: Wednesday 4:30-5:30 p.m.; 8:00-8:30 p.m. (ASM 1070) By Appointment – in office or by phone
Office	ASM Conference Area; or in classroom ASM 1064
Course Assistant	Ronald Suknot

Instructor Response Time

I routinely check Blackboard for postings or emails, Monday (8 am) – Thursday (12 pm) and once on the weekend (Friday through Sunday). You can anticipate a 24 to 48 hour response from me, Monday – Thursday. I will try and respond to all weekend (Friday afternoon to Sunday) emails and postings by noon on Monday or earlier.

Grading

Graded assignments are routinely returned to students within one week or the second Tuesday after an assignment has been submitted for graded.

Course Information

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:

1. After completing this course, students will be able to:
2. Discuss the role and contributions of marketing within organizations.
3. Identify and describe the role of marketing in the social and economic structure of the United States as well as internationally.
4. Define and analyze Consumer Behavior.
5. Apply concepts and techniques from marketing to solve business problems.
6. Describe career opportunities in the various areas within the marketing field.
7. Identify the Strategies for New Products and the Product Life Cycle.
8. Describe the importance of Information Technology and Marketing Research.
9. Identify the differences between Retailing, Direct Marketing, and Wholesaling.
10. Create and discuss the importance of advertising in an e-commerce world.
11. 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.

Prerequisites:

English 102 and Economics 106

Course Orientation:

All Orientation information can be found in BB Learn under the Start Here link on the Course Content Page.

Web Conferencing:

Web conferencing will NOT be used in this course.

Technical Requirements

In order to access your online courses students need to log onto Learn (<http://learn.unm.edu>). In addition, this course requires students to be able to open, use and read Word, Adobe pdf, and Excel files.

Online Courses Require

- A high speed Internet connection is highly recommended.
- Supported browsers include: Internet Explorer, Firefox, and Safari. Detailed Supported Browsers and Operating Systems: <http://online.unm.edu/lms/help/browsers>
- Any computer capable of running a recently updated web browser should be sufficient to access your online course. However, bear in mind that processor speed, amount of RAM and Internet connection speed can **greatly** affect performance.
- Online courses perform best on a high-speed Internet connection. Those using dial-up connections will experience longer page load times and much slower performance when accessing their online course. Many locations offer free high-speed Internet access including [UNM's Computer Pods](#) or one of UNM's many [Statewide Centers](#)
- **For UNM Learn Technical Support: (505) 277-0857 (M-F 8am - 5pm) or learn@unm.edu.**

Textbook and Supplemental Materials

Required Textbook: This is a new textbook for MGT 322.

MKTG, 9th Edition

- ☒ **Charles W. Lamb** Texas Christian University
- ☒ **Joe F. Hair** Louisiana State University
- ☒ **Carl McDaniel** University of Texas, Arlington
- ☒ **ISBN-10:** 1285860160 | **ISBN-13:** 9781285860169
- ☒ ☒ 2016 | Published

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.

Assessment and Grading

Instructor Expectations:

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: (No plus/minus)

A = 90-100%

B = 80- 89%

C = 70- 79%

D = 60- 69%

F = 59 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 Learn-online) 30%

Class Assignments 50%

Final Project -- Marketing Plan 20%

Total: 100%

Project: Each student will complete a semester project. The marketing plan will be an **INDIVIDUAL** final project/final exam. 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 Learn. Videos are also provided to help create the marketing plan.

Assignments & Participation

Tasks for each Module:

1. All the information you need for each week is found in the Learning Modules link on the Course Content (homepage) left margin. Each Module link includes:
 - a. Lecture/Classnotes for each chapter

- b. Powerpoint slides for each chapter
 - c. Assessment/Quizzes for each chapter
 - d. Assignments (Assignment tool or Discussion Board tool)
2. Read the Assigned Chapter(s) for the module (see the Class Schedule and Assignment Sheet)
 3. Review the Powerpoint slides for each chapter
 4. View my videos which walk you through the major areas of each chapter
 5. Review the Lecture notes / Classnotes
 6. Complete the assigned activities
 7. Take the chapter assessment/quiz
 8. Continue to work on the group project with your group members

Class Participation:

This course is structured around class participation. If assignments are not completed (three in row), students may be dropped from the course. Students are expected to participate in class discussions and to formulate their ideas on the basis of assigned readings, classroom discussions (DB in Learn) and their own work experience. Assignment credits are awarded for discussion board peer reviews. At least FIVE (5) peer reviews must be completed for each Discussion Board assignment.

Scheduled Maintenance

UNM Learn has a daily scheduled maintenance window from 4:30 am – 5:30 am when online courses will not be available. There is also a routine maintenance window every Saturday from 6:00 am – 12 noon which may be used for system maintenance. In addition, UNM IT may conduct general system maintenance that affects multiple systems on campus, including UNM Learn. Announcements for the Saturday and Sunday maintenance windows are normally posted in UNM Learn two weeks ahead of time to notify users of planned outages.

Course Expectations & Ground Rules

Course Expectations:

- Time required (5-10 hrs per week)
- Students are expected to learn how to navigate in Learn
- Students are expected to communicate with one another in group projects
- Students are expected to keep informed of course announcements
- Students are expected to use the Learn course email to contact instructor for personal matters as opposed to emailing the instructor at their UNM email address (exception is when Learn is down)
- Students are expected to keep instructor informed of class related problems, or problems that may prevent the student from full participation (send an email when you encounter problems so that the instructor knows you still have intentions of completing the course).
- Students are expected to address technical problems immediately
- Students are expected to observe course netiquette at all times

Netiquette

In following with the UNM Student Handbook, all students will show respect to their fellow students and instructor when interacting in this course. Take Netiquette suggestions seriously. Flaming (personal insults or attacks) is considered a serious violation and will be dealt with promptly. Postings that do not reflect respect will be taken down immediately.

- Respect Others Copyrights
- Don't type in ALL CAPS
- Use proper grammar and spelling (type your postings in WORD first in order to use spell check then copy and paste into UNM Learn.)

Instructor Drop Policy Example:

The instructor may drop a student, if the student does not have any online activity by the 1st Wednesday of the course. The instructor may also drop a student during the semester, if a student fails or misses assignments or an exam and does not contact the instructor within one week of the failed/ missed assignment or exam.

This course falls under all UNM policies for the last day to drop courses, etc. Please see <http://www.unm.edu/studentinfo.html> or the UNM Course Catalog for information on UNM services and policies. Please see the UNM academic calendar for course dates, the last day to drop courses without penalty, and for financial disenrollment dates.

Student e-Readiness

Online classes are often incorrectly thought to be easier than in person classes. Online courses are not correspondence courses. They are designed to mirror in person classes and due to the self-discipline required they can be more challenging than in person classes. If this is your first online class please take UNM's Online Class Readiness Quiz at:

<http://statewide.unm.edu/online/get-started/online-ready-quiz.html>

UNM Online Resources

Libraries: <http://www.unm.edu/libraries>

CAPS <http://caps.unm.edu/> - CAPS is a free-of-charge educational assistance program available to UNM students enrolled in classes.

Online Writing Lab (OWL) - <http://caps.unm.edu/writing/owl> - students may submit academic papers required for UNM course or degree fulfillment or application submissions online for proofreading.

CAPS Virtual Tutoring Lab - <http://caps.unm.edu/online/vtl> - Students can chat with a tutor in 5 subjects depending upon availability.

Smarthinking - <http://caps.unm.edu/online/smarthinking/cas> Smarthinking is a Washington, D.C. based organization that provides online tutoring and academic support for university students 24 hours a day, 7 days a week in various common courses.

Student Health & Counseling (SHAC) Online Services <http://online.unm.edu/help/learn/support/shac>

UNM Policies

Copyright Issues

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

Students with Disabilities

Qualified students with disabilities will be provided reasonable and necessary academic accommodations if determined eligible by the Accessibility Resource Center

(<http://as2.unm.edu/>). Please refer to UNM's Disability Policy for further information - <http://pathfinder.unm.edu/common/policies/academic-adjustments.html>

The American with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodations of their disabilities. If you have a disability requiring accommodation, please contact me immediately to make arrangements as well as Accessibility Services Office in 2021 Mesa Vista Hall at 277-3506 or <http://as2.unm.edu/index.html>. Information about your disability is confidential.

If you are a qualified person with disabilities who might need reasonable accommodations in academic settings, please communicate with me as soon as possible so that we may make appropriate arrangements to meet your needs. Frequently, we will need to coordinate accommodating activities with other offices on campus, so that course materials can be made available in alternative formats.

Academic Misconduct

You should be familiar with UNM's [Policy on Academic Dishonesty](http://pathfinder.unm.edu/campus-policies/other-campus-policies.html) and the [Student Code of Conduct](http://pathfinder.unm.edu/campus-policies/other-campus-policies.html) (<http://pathfinder.unm.edu/campus-policies/other-campus-policies.html>) which outline academic misconduct defined as plagiarism, cheating, fabrication, or facilitating any such act.

Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. Dishonesty is defined as a lack of truth, honesty or trustworthiness. Cheating is defined as influencing or leading by deceit. Deceit is defined as intending to mislead and commonly suggests a false appearance.

Examples (not exhaustive) of dishonest behavior include:

- * Uses or attempts to use unauthorized aids in examinations or other academic assignments to be submitted for evaluation
- * Misrepresentation of data, results or sources for papers or reports
- * Copying another students work

Anderson School of Management faculty, staff and students commit to values of trust, honesty, integrity, and accountability. We will not tolerate academic dishonesty. **By enrolling in any course at Anderson, the student accepts the Anderson Academic Honesty Code and affirms the following pledge: I will not lie, cheat, fabricate, plagiarize or use any other dishonest means to gain unfair academic advantage.**

Any violation of the code of conduct will be taken very seriously and appropriate sanctions will be applied. For full text of Andersons Academic Honesty Code, please visit -

<http://www.mgt.unm.edu/honesty>

REVISIONS

Any component of this syllabus is subject to change at the discretion of the instructor. All changes will be announced during a scheduled class period/online session before taking effect.

This syllabus is subject to change - please keep informed!

NOTE: Deadlines are firm. Please do not miss the deadlines; no late work will be accepted!

Module	Chap.	Title/Topic	Deadline for Work
1		STRATEGIC MARKETING AND ITS ENVIRONMENT	
	1	An Overview of Marketing + Course Quiz	1/26
	2	Strategic Planning	2/2
	3 & 4	Ethics and Social Responsibility; The Marketing Environment	2/9
2		MARKETING RESEARCH AND TARGET MARKETS	
	9	Marketing Research and Information Systems + Complete Ext. Environ. Secondary Research	2/16
	8	Segmenting and Targeting Markets	2/23
3		CUSTOMER BEHAVIOR AND E-MARKETING	
	6	Consumer Decision Making	3/1
4		PRODUCT DECISIONS	
	10 - 12	Product, Branding, and Packaging Concepts; Developing and Managing Goods and Services (2 week module)	3/15
SPRING BREAK!!			
5		PRICING DECISIONS	
	20 - 21	Pricing Concepts & Management	3/29
6		DISTRIBUTION DECISIONS	
	13 - 14	Marketing Channels and Supply-Chain Management	4/5
7		PROMOTION DECISIONS	
	16-19	Integrated Marketing Communications; Advertising and Public Relations; Personal Selling and Sales Promotion; E-Marketing, Digital Media, and Social Networking (2 week module) Assignment not graded: placed into MP	4/19
FINAL		MARKETING PLAN Work Week	4/19@

Project			midnight
8	15	Retailing – Field Trip week!	4/26
9	5	Reaching Global Markets	4/26

Not covering Chapter 7;

Chapters are not covered in numerical order – Follow the schedule!!

All quizzes shut down on 4/26 @midnight