

## **.MKT 4820-80 Marketing Management**

**Department of Marketing & Management Sciences  
Cotsakos College of Business  
William Paterson University**

**Winter 2018-2019  
Online**

### **Dr. Bela Florenthal**

Office: 3058 Valley Rd.; Phone: (973) 720-3679 – Please do NOT leave messages on my answering machine as I won't be in my office during the winter break.

**HOW TO CONTACT ME:** The best way to contact me for questions or concerns is by e-mail: [florenthalb@wpunj.edu](mailto:florenthalb@wpunj.edu). The school e-mail is forwarded to my cell phone so I can access it frequently.

**COURSE DESCRIPTION:** This course teaches to identify marketing opportunities of businesses, formulate competitive strategies, and design/evaluate marketing plans and programs.

### **COURSE OBJECTIVES:**

- Understand the role of marketing in a customer-centric organization and its interrelationships with other functional areas
- Use the strategic planning process to develop and/or evaluate marketing plans
- Understand the strategic planning tools of research and intelligence in segmentation, targeting and positioning of products
- Understand the new-product development process and management of product lines
- Learn how companies manage their supply chain including retailing
- Examine companies' strategic management of the integrated marketing communications mix

During this course your time will be allocated among a set of interrelated activities:

- Completion of reading, quizzes, and other on-line assignments via McGraw Hill Connect and Blackboard
- Taking midterm and final exams
- Writing a final paper
- Social media activities on Tweeter and LinkedIn

## COURSE OUTLINE

The course schedule is as follows:

Period	Dates	Chapter	Topic	Quizzes (On Connect)
1	12/26/18 – 12/30/18	Ch. 1	Marketing in today's business milieu	LearnSmart Ch. 1, 3, & 4
		Ch. 3	Elements of marketing strategy, planning and competition	Quiz 1 (Ch. 1, 3, & 4)
		Ch. 4	Marketing research essentials	LinkedIn Assignment 1
2	12/31/18 – 1/4/19	Ch. 5	CRM, big data, and marketing analytics	Learn Smart Ch. 5, 6 & 7
		Ch. 6	Understanding consumer and business markets	Midterm (Ch. 1, 3-7)
		Ch. 7	Segmentation, target marketing, and positioning	Twitter Assignment 1
3	1/5/19 – 1/9//19	Ch. 8	Product strategy and new product development	LearnSmart Ch. 8, 9, & 11
		Ch. 9	Build the brand	Quiz 2 (Ch. 8, 9, 11)
		Ch. 11	Manage pricing decisions	LinkedIn Assignment 2
4	1/10/19 – 1/14/19	Ch. 12	Manage marketing channels, logistics, and supply chain	LearnSmart Ch. 12, 13, & 14
		Ch. 13	Promotion essentials: digital and social media marketing	Paper
		Ch.14	Promotion essentials: legacy approaches	Twitter Assignment 2
				Final Exam (Ch. 8, 9, 11- 14)

### Course Materials

**Important:** The quizzes, exams, assignments, and paper are all based on the textbook so if you intend NOT to buy the textbook I suggest you should NOT take this course. You will probably not be able to pass it. Please also make sure that you buy the CORRECT textbook!

### **Textbook (includes access to Connect, SmartBook, and LearnSmart):**

CONNECT 1-SEMESTER ACCESS CARD FOR MARKETING MANAGEMENT, 3rd Edition Marshall-Johnston ISBN 9781260157789

Purchase options please view here:

<https://www.mheducation.com/highered/product/M1259637158.html#buying-options>

**You should purchase the packet either via WPU bookstore or directly from McGraw-Hill. If you decide to purchase from a third part, you assume all the risks involved (e.g., not receiving the access code).**

**How to use MCGRAW-HILL CONNECT:**

<https://vimeo.com/album/5316669/video/281874530>

<http://www.mheducation.com/highered/platforms/connect/training-support-students.html>

**How to use LearnSmart:**

[http://highered.mheducation.com/olc2/dl/866234/LearnSmart\\_Connect\\_Student\\_Quick\\_Tips\\_2011.pdf](http://highered.mheducation.com/olc2/dl/866234/LearnSmart_Connect_Student_Quick_Tips_2011.pdf)

**How to use SmartBook:**

<http://createwp.customer.mheducation.com/wordpress-mu/success-academy-student/how-to-use-smartbook/#.Vz3ymRUrKb8>

Course Requirements and Evaluation Criteria	Points
1. <b>LinkedIn, Twitter, and Survey Assignments</b> – posted on Blackboard	10
2. <b>LearnSmart Assignments</b> - posted on Connect	10
3. <b>Quizzes</b> – posted on Connect	15
4. <b>Final paper</b> – posted on Blackboard	35
5. <b>Midterm exam</b> – posted on Connect	15
6. <b>Final exam</b> – posted on Connect	15

**Final Letter Grade** will be calculated as follows:

<b>A</b>	100-93	<b>B+</b>	87-89	<b>C+</b>	77-79	<b>D+</b>	67-69
<b>A-</b>	90-92	<b>B</b>	83-86	<b>C</b>	73-76	<b>D</b>	60-66
		<b>B-</b>	80-82	<b>C-</b>	70-72	<b>F</b>	59 or less

**LinkedIn, Twitter, and Survey Assignments (10 points):** The instructions for 2 LinkedIn assignments will be posted on Blackboard on the first and third weeks of the semester.

The instructions for 2 Twitter assignments will be posted on Bb. You need to have a Twitter account to do it. If you don't have a Twitter account, I strongly recommend you to open one. If you absolutely do not want to open a Twitter account, you will be able to post your tweets on Bb.

A survey will be posted for you to complete and upload to a designated link on Bb.

**LearnSmart Assignments (10 points):** LearnSmart assignments help you practice concepts of the textbook chapters and they will prepare you for Connect quizzes and exams. They are interactive assignments and you can learn more about them in the link provided in the Course Materials section of the syllabus. Please make sure you don't miss the deadline for these assignments.

**Quizzes (15 points):** Two quizzes are scheduled for you to complete on Connect. The quizzes will include multiple-choice questions and interactive questions. The interactive questions will include drag-and-drop tasks coupled with multiple-choice questions. Please make sure you don't miss the deadline for each.

**Exams (15 points each):** Two exams are scheduled for this semester, one midterm and one final exam (see the schedule above for dates). Both exams will be assigned on Connect. They will be similar in structure to the quizzes.

**Final Paper (35 points):** A final paper is scheduled for submission in the fourth week of the semester. It will be done individually and you will receive specific instructions for this paper on the third week of the semester. The paper needs to be done in 12 point font Time New Roman, single-spaced, standard 1" margins, and must comply with length restrictions that will be provided in the instructions.

### **Policies**

1. **Assignments, quizzes, and exams WILL NOT be accepted late.** If a student is permitted a late submission of an assignment/quiz s/he will be able to receive maximum 75% on that assignment/quiz.
2. **I WILL NOT accept your work via email.** All Bb assignments will need to be uploaded to Bb as I use evaluation rubrics for most of them.
3. Makeup quizzes and exams **WILL NOT** be provided. Above is the course schedule. Please make the necessary arrangements so you can complete the quizzes and exams on time.
4. Pay attention to the due dates. I strongly recommend **NOT to start the assignment, quizzes, or exams on the last day** of the due date. If you choose to do so, you will be responsible for any unpredicted technical or other problems. I WILL NOT extend the due date as a result of last day problems.
5. If you encounter a technical problem related to Connect, LearnSmart, and/or SmartBook while completing an assignment, a quiz or an exam, please **FIRST contact the Connect Support Team via phone (1-800-331-5094)** or email them through their website: <http://mpss.mhhe.com/>. If they can't resolve your issue, please contact me. Also, please notify me that you contacted the Connect support team. I will not be able to help you if you do not contact the support team of Connect first.
6. **No additional work** will be available for students to improve their final grade.
7. **Honesty and Ethics:** It is important that all students abide by standard policies regarding academic honesty. Academic *dishonesty* includes: cheating, plagiarism, allowing others to copy from you, interfering with another student's work, and collusion in dishonest acts. These acts undermine the college's educational mission and the students' personal and intellectual growth. WPU students are expected to bear individual responsibility for their work, to learn the rules and definitions that underlie the practice of academic integrity, and to uphold its ideals. **Ignorance of the rules is not an acceptable excuse for disobeying them.** Any student who attempts to compromise or devalue the academic process will be **sanctioned**. If you have questions regarding what is appropriate, please make sure you see me or ask in class, and consult the university catalog or Undergraduate Catalog (Section II, p.44).