

1 Sam Houston State University
College of Business Administration
Department of Management and Marketing
Fall 2017

Course Number:	5330-21 (CRN 81887; Online, 3 credits)
Course Title:	Marketing Management
Prerequisites:	MBA Candidate, MKT 371/MKTG 3310
Instructor:	Dr. Irfan Ahmed
Office:	SHB 236 N
Phone:	(936) 294-1276
Email:	irfanahmed@shsu.edu
Office Hours:	Tuesday, Thursday, 9:30 – 12:30 pm at Huntsville campus, Tuesday, 4:45:- 5:45 pm at TWC, and by appointment. Virtual Office on Blackboard.
Required Text:	<i>Managing Marketing in the 21st Century</i> , Noel Capon, 4 th ed., Wessex Learning.
Other Materials:	Handouts provided electronically via Blackboard and SamMail.

Course Description: This course is designed to introduce the graduate student to market oriented thinking and an appreciation for the principles and practice of marketing as it applies to business and not-for profit organizations. The course will utilize lectures, case analyses, discussion of business practices and individual papers to cover a broad range of marketing topics.

Course Learning Objectives: To develop an understanding of the fundamental principles and practices of marketing management. Specifically, this will include

- Becoming familiar with marketing terminology and principles of marketing
- Developing an understanding of market orientation and the role of marketing management in the organization
- Understanding the principles underlying the performance of dynamic global markets
- Understanding the considerations applying to making marketing management decisions
- Becoming familiar with decision-making and analytical tools typically applied by marketing managers
- Analyzing real life marketing practices in order to apply principles and concepts learned in the course.
- Becoming familiar with some of the ethical and legal dimensions of marketing management.

Course Components:

1. **Chapter Quizzes (40 points).** Chapter quizzes will be administered weekly through Blackboard. Your lowest scoring quiz will be dropped. The total of points you receive on your remaining quizzes will be adjusted to a base of 40 and posted as your quiz grade at the end of the semester. The scores you see upon completing each quiz are only to indicate performance on that particular quiz, and not actual grading points. Correct answers can be seen when the quizzing period ends.

2. Learning Application Assignments (2X 50 points).

The learning application assignments will cover the application of specific course content, and will require some research and synthesis. The Assignments will be available at least two weeks in advance of their respective due dates.

3. Individual Paper – Market Analysis (120 points)

Each student will prepare a market analysis for a key player in a business or non-profit sector. Details will be provided in a separate handout. The Individual Paper is due by 10 am on Monday, November 7. Late submissions will not be accepted.

4. Mid Term and Final Exams (100 points each). Exams will contain a case analysis and detailed conceptual and applied essay-type questions on the topics covered. Exams are to be taken during the specified windows of time.

5. Discussion Participation (40 points).

It is expected that each student will participate in the class and contribute to the class learning. Participation will be graded on extent and regularity of participation and quality, including relevance, articulation and enhancement of learning. You are expected to participate in each week's discussion by posting an original comment and one response to another student's original post. Both the original and response posts should be substantive.

Grade Determination:

A total of 500 points is possible in the course. Your final course grade will be determined on the basis of total points obtained as follows:

450 – 500:	A
400 – 449:	B
350 – 399:	C
Below 350:	F

No extra credit opportunities will be offered to individual students.

Religious Holy Days Policy:

Students who are unable to complete a course component due to the deadline being a religious holy day may request accommodation. The student must communicate the request in writing to the instructor by 5 pm on September 2.

Students with Disability:

Any student with a disability that affects his/her academic performance should contact the Office of Services for Students with Disabilities in the SHSU Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786) to request accommodations.

Correspondence Protocol:

In your e-mail correspondence with the Instructor, please abide by the following protocol:

1. Your e-mail title should begin with [MGMT 5330-21 Online:] followed by the title of your inquiry
2. The title of your e-mail should reflect the subject of your correspondence, and not some other issue from a past e-mail.
3. Include your full name at the end of the e-mail.

Electronic document Submission Protocol:

All electronic documents submitted should be in editable MS-Word (.doc or .docx) or Rich Text Format (.rtf). Please name your files as follows:

- Your last name_First name_MKTG 5330_ name of submission.doc
- For example,
 - A file containing Assignment 1 submitted by Jane X should be
 - X_Jane_MKTG_5330_Assignment 1
 - A file containing the Individual Paper submitted by John X should be
 - X_John_MKTG_5330_Individual _Paper.

Course Interaction and Conduct:

All interactions between students and faculty and amongst students are to be conducted professionally. Interactions that are uncivil or threatening towards the Instructor or other students will be taken seriously and will invite disciplinary action.

Responsibility for electronic equipment and access: Students enrolled in the course take full responsibility for their hardware equipment, software, and internet connectivity needed to participate in the course and complete assignments.

Academic Ethics and Conduct:

All students who enroll at Sam Houston State agree to assume the responsibilities of citizenship in the campus community and are expected to abide by all applicable rules and regulations. Information on originality of work and plagiarism is provided on BlackBoard, and must be read and acknowledged by 10 am on September 1. Plagiarism detection software and websites will be utilized, and incidences of plagiarism will receive severe penalties, up to an F in the course, and disciplinary action by the University.

Tentative Class Schedule

Week	Dates	Topics	Reading
1	August 23-25	Introduction to the course Introduction to Managing Marketing	Chapter 1
2	August 28- September 1	The Value of Customers Market Insights	Chapter 2 Chapter 3
3	September 5-8	Customer Insight	Chapter 4
4	September 11-15	Insight about Competitors, Company, and Competitors	Chapter 5
5	September 18-22	Marketing Research	Chapter 6
6	September 25-29	Application Assignment 1 due by 10:00 am on September 25 Identifying and Choosing Opportunities Market Segmentation and Targeting	Chapter 7 Chapter 8
7	October 2-6	Life Cycle Management	Chapter 10
8	October 9-13	Mid-Term Exam – time to be arranged	
9	October 16-20	Brand Management	Chapter 11
10	October 23-27	Developing New Products	Chapter 14
11	October 30-November 3	Work on Individual Paper	
12	November 6-10	Individual Paper Due by 10:00 am on November 6 Integrated Marketing Communications	Chapter 15
13	November 13-17	Managing Distribution	Chapter 18
14	November 20-21	The Underpinnings of Pricing	Chapter 19
15	November 27 - December 1	Application Assignment 2 Due by 10:00 am on November 27 Setting Prices	Chapter 20
16	December 4-7	Final Exam – time to be arranged	

All deadlines are in the local time in Huntsville, TX – Central Standard or Daylight Savings Time as appropriate.

MKTG 5330
PERSONAL INFORMATION SHEET

The purpose of this information sheet is to provide a brief background about you, so that your Professor may get to know you a little better. This form will also be used for contact information about you. All information will be held in confidence and not used for any other purpose.

Name: _____ ID# _____
 (Last), (First)

Phone(s): _____ E-mail: _____

Undergraduate Degree major: _____ from _____ year _____

Professional:

Presently work as: _____ with _____

Have worked as : _____ with _____ for ____ years

_____ with _____ for ____ years

Your career goals in brief:

Attach a recent photo of yours:

Anything else about yourself that you would like to share with the Instructor: