

**Sam Houston State University  
College of Business Administration  
Department of Management and Marketing  
Spring 2018-- Online**

<b>Course Number:</b>	<b>5330-21 (CID 20907)</b>
<b>Course Title:</b>	<b>Marketing Management</b>
<b>Prerequisites:</b>	MBA Candidate; must have Principles of Marketing coverage.
<b>Instructor:</b>	Dr. Irfan Ahmed
<b>Office:</b>	SHB 236 N
<b>Phone:</b>	(936) 294-1276
<b>Email:</b>	irfanahmed@shsu.edu
<b>Office Hours:</b>	<b>MW</b> 9:00 am – 12 noon. Virtual Office on Blackboard.
<b>Required Text:</b>	<i>Managing Marketing in the 21<sup>st</sup> Century</i> , Noel Capon, 4 <sup>th</sup> ed., Wessex Press Publishing.
<b>Other Materials:</b>	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 for each chapter covered, 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.

**2. 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 its stated deadline. Late submissions will not receive any credit. Detailed instructions will be provided in a separate document.

**3. Learning Application Assignments (2X50 points each).**

The learning application assignments will cover the application of specific course content, and will require some research and synthesis. You will have two weeks for completing each assignment. Detailed instructions are provided in a separate document.

**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.

**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 January 26.

**Students with Disability:**

It is the policy of SHSU that no otherwise qualified disabled individual shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic, Student Life Program, or activity. Students may request accommodations when needed from the Committee for Continuing Academic Assistance for Disabled Students by contacting the Director of the Counseling Center.

### **Notifications and Deadlines:**

The course will open on the first day of the semester, and updates will be available under the link “Weeks” each Monday at 10:00 am, unless otherwise notified. Students must check each week’s posting to keep themselves informed of the activities to be undertaken during the week. All deadlines are clearly identified in the syllabus, and it is the students’ responsibility to make themselves aware of the deadlines and comply with them. Deadlines are not flexible. No further notifications should be expected.

### **Correspondence Protocol:**

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

1. Your e-mail title should begin with MKTG 5330: 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 Doe should be
    - Doe\_Jane\_MKTG\_5330\_Assignment 1
  - A file containing the Individual Paper submitted by John Doe should be
    - Doe\_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.

### **Academic Misconduct:**

All students who enroll at Sam Houston State agree to assume the responsibilities of citizenship in the campus community. Cheating will not be tolerated. Plagiarism detection software and web-sites 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**  
**MKTG 5330-Sec 21 (Online), Spring 2018**

Week	Dates	Topics	Reading
1	January 17-19	Introduction to the course Introduction to Managing Marketing	Chapter 1
2	January 22-26	The Value of Customers	Chapter 2
3	January 29-February 2	Market Insights Customer Insight	Chapter 3 Chapter 4
4	February 5-9	Insight about Competitors, Company, and Competitors	Chapter 5
5	February 12-16	Marketing Research	Chapter 6
6	February 19-23	Identifying and Choosing Opportunities	Chapter 7
7	<b>February 26</b> February 26-March 2	<b>Application Assignment 1 due by 10:00 am</b> Market Segmentation and Targeting	Chapter 8
8	<b>March 5-9</b>	<b>Mid-Term Exam – time slot to be arranged</b>	
9	March 12-16	<i>Spring Break</i>	
10	March 19-23	Life Cycle Management	Chapter 10
11	March 26-30	Brand Management	Chapter 11
12	April 2-6	Work on Individual Paper	
13	<b>April 9</b> April 9-13	<b>Individual Paper Due by 10:00 am</b> Developing New Products	Chapter 14
14	April 16-20	Integrated Marketing Communications	Chapter 15
15	April 23-27	Managing Distribution The Underpinnings of Pricing	Chapter 19 Chapter 21
16	<b>April 30</b> April 30-May 4	<b>Assignment 2 due by 10:00 am</b> Setting Prices	Chapter 22
	<b>May 7-10</b>	<b>Final Exam – time slot to be arranged</b>	

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



Attach a recent photo of yours:

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