



Department Name
Name of Course and Course number
Semester (Summer 2018)

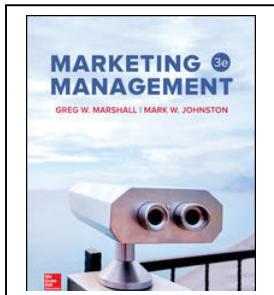
Instructor	Dr. Lawrence Silver
Office Location	Russell Building, 105
Email	lsilver@se.edu
Website	
Office Phone	580-745-3190
Virtual Meeting Time	As announced and by appointment
Office Hours	8:15 – 11:30 Tuesday/Thursday; other times by appointment

Catalog Description: **MKT 5243 MARKETING MANAGEMENT** An integrative course utilizing the comprehensive case study method to develop experiences in effective application of marketing strategies to create competitive advantages. Emphasis is on the relationship of the marketing function in a multinational context.

Required Course Materials

Textbook:

ISBN#: **9781259637155**



It is **extremely important** that you obtain course materials before the start date of the course, including the textbook. You do not have to wait until you receive a copy of the syllabus to find out the required book for a given course. You may use the SE Official Bookstore to find the book. Try it now! Go to goo.gl/jRh3vQ (*this is a shortened web-address for the SE Bookstore*), type in the information for one of your courses, and see the book!

Technology Requirements:

Please read the *Technical Requirements* policy on the Southeastern Distance Education website

<http://homepages.se.edu/blackboard/student-support/browser-recommendations/>

In summary, you will need access to a reliable computer with adequate specs and a reliable internet connection, with a backup plan in case you experience technical difficulty. Oftentimes technical problems are browser related, so if this occurs try a different browser. Typically, Chrome and Firefox work best Blackboard.

Handouts and other Course Materials: You will need access to Lynda.com courses. These can be found under electronic resources at the Henry G. Bennett library or under “Current Students” on the Southeastern home page.

Minimum Technical Skills

Students enrolled in this course will be expected to navigate BlackBoard to obtain course content and complete assignments. Students may also be required to use other SE resources such as the SE library. To ensure each student is adequately equipped for these requirements, you should have completed the GOLD Orientation prior to the start of the course. There, you will learn to navigate within the BlackBoard folders as well as use Bb resources. You will also learn about Respondus and ZOOM. You will complete tutorials on a variety of skills to help you take full advantage of what Blackboard and SE have to offer. The Orientation will provide you with the skills needed to succeed in this and other online courses. The Orientation course will take approximately four to eight hours to complete in full. You will be required to provide proof of completion of the orientation before gaining access to course work folders. Discovery of falsified credentials (badge) is an integrity violation and will follow SE’s academic integrity policy.

Prerequisites Knowledge/Skills:

Correct grammar, spelling, and punctuation are necessary in a college course. Therefore, you are encouraged to take advantage of the resource Basics of Language Training (BOLT) found inside the Online Student Orientation. These modules are self-paced and will serve as a refresher course for writing. Each online course will require correct usage of grammar and format. The Basics of Language Training (BOLT) course contains self-paced modules on MLA and APA basic format as well as Citing Sources in MLA and APA. You are strongly encouraged to review these modules to be fully prepared for your courses. If you are unable to demonstrate adequate usage of grammar, punctuation, spelling, or APA format, your instructor(s) may require work to be completed in the Basics of Language Training (BOLT).



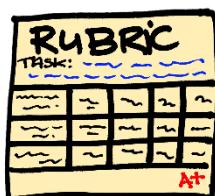
Additionally, the Purdue OWL site is an excellent resource for quick reference when completing work.

Definition of a Week

Each week will begin at 12:00am Monday and will end at 11:59pm Sunday. This will be the time frame for which students will be expected to work within a given week’s folder. All assignments will be due at 11:59pm, and the last assignment each week will be due on Sunday. All times will be based on the time zone of the institution: **Central Standard Time**.

Work Load

The amount of time you will spend in each course will vary from class to class, largely depending on prior education and experience with the topic of the class. Instructors will provide approximate time expectations for each task in the course, but individually, you may spend more or less on any given item depending on your reading speed, the need to re-read content, and how quickly you comprehend the subject and requirements. It is roughly estimated that you will spend an average of 12-15 hours per week in any given course.



Standard Grading Rubrics

Each course will use standard rubrics. They will be attached digitally to your assignments. You should always review the rubric scores and comments to fully understand the grade received and obtain all feedback provided

Course Policies

Course Availability

Courses will be made available to students one week (7 days) in advance of the start date. Instructors may choose to email students in advance with preview information.

Course Content Availability

Availability for general items within the course will not be withheld; however, if shortened visibility for assignments or exams is applied, a minimum of a 48-hour window of availability will be provided.

Late Work Policy

Late work will generally not be accepted. Instructors may make arrangements/exceptions on an individual basis for *extenuating* circumstances, and such exceptions may still be accompanied by significant penalty. If a student knows in advance that he or she will be traveling or unable to access the course for any reason, it is his or her responsibility to contact the instructor in advance and make arrangements to work ahead. If a student contacts the instructor *after* the due date, documentation will be expected. This includes documentation from IT in the case of technical

difficulties. (If you submit a Bb Student Support Request form, you will automatically receive an email confirmation, which will be time stamped evidence of your due diligence in resolving the issue.) Keep back-up copies of your assignments and have a backup plan with at least one alternate location to complete the assignment or take a quiz or exam. Don't wait until the last minute to complete assignments or take the quizzes and you won't encounter these types of problems. Excuses such as "*I had to work,*" "*The system was down,*" "*My computer crashed,*" "*I lost my flash drive with my work on it,*" "*I couldn't get to a computer,*" "*I forgot about the assignment,*" "*I didn't see the reminder announcement,*" "*I overlooked the assignment folder,*" "*I didn't realize I submitted the wrong document,*" "*I didn't realize I submitted a blank document,*" "*I couldn't find the assignment in Bb,*" etc., etc., etc., are not



considered extenuating circumstances. No extra assignments will be given to “*bring up your grade.*”

Makeup Exams and Assignments

Generally, I do not accept late work or allow makeup exams or assignments except for: death in the immediate family (generates an obituary with the date of the funeral); sickness (generates a note from a medical professional); university business (generates a request for excuse from a faculty/staff member – for example, a coach). No makeup exams or late work will be allowed outside of these circumstances. It is the student’s responsibility to arrange for any makeup if allowed. Makeup exams and assignments may take a different form and cover different material than the original exam.

NOTE: There is no makeup for discussion boards. The purpose of discussion boards is for students to learn from each other through discussion and offering of different perspectives. Once the discussion board has closed, that discussion has ended and the purpose of the assignment is over.

University Policies:

Attendance:

The Registrar’s office defines attendance in online and blended classes as:

Stopped Attending = Students who were participating online but have stopped submitting any assignments, etc. without contacting/making arrangements with the instructor

Never Attended = Students who never accessed Backboard to view the course or never completed any assignments that were due for the course. Statistics Tracking in Blackboard will be utilized in part for determining teacher candidates’ accessing of Bb.

Excessive Absences = Students who have submitted some work but are infrequent in their participation or late on assignments—leading to a failing grade

Regular and routine participation is required to be “in attendance” for the course. This includes regularly logging in, turning in homework by required dates/times, **and** participating in discussion forums. Seven (7) consecutive days of non-participation **will** result in your access being disabled without warning. Participation, or lack thereof, may also affect your financial aid. Remember, Blackboard automatically tracks and records every click once you log into a Bb course. Bb administrators can see if and when you logged on, the date and time of day you logged on, and what you accessed once you logged in to the course.

Be sure and check your SE student email on a daily basis. This is an online course and the primary way I will communicate any changes in assignments or other course changes is by email. Ignorance of changes will not be accepted as a reason to excuse late or inaccurate work.

Registrar’s definitions above will be used for all reporting purposes, per SE policy.

Internet Etiquette (Netiquette):

Distance conveys a degree of anonymity, and as a result, many people feel less inhibited in online situations than in their everyday lives. This lessening of inhibitions sometimes leads people to drop their normal standards of decorum when communicating online. Become familiar with the following guidelines regarding both online discussions and email messages. View entirety of policy: <http://www.se.edu/dept/online-learning/technology/communication-netiquette/>

Your instructor is required to manage a positive learning environment and thus will not tolerate inappropriate conduct in the course. All students are expected to maintain a professional demeanor and respect the presence and opinions of fellow students, and any guest participants. During video conferencing, please be mindful of your location and the people and objects that appear in the background. Please be aware that events and objects in your background may serve as a distraction to other learners and the instructor. The instructor has the right to ask you to adjust your camera or to disconnect you from the meeting if they perceive a distraction. If an instructor views or hears an incident during a video conference that violates the University Code of Conduct, they are required to report the incident to the Vice-President for Student Affairs.

Southeastern Student Code of Conduct: *All participants in this course are bound by the University of Code of Conduct, found at:* <http://www.se.edu/dept/student-life/files/2009/10/student-handbook.pdf>

Southeastern Academic Calendar: <http://www.se.edu/dept/registrar/calendar/>
Assistance/Tutoring in Writing:

Smart Thinking: Online tutorial service. Smart Thinking's services include personalized, live, and online assistance. Visit <http://www.se.edu/current-students/smart-thinking/> to take advantage of these services.

The Writing Center is also available to help with your writing. Here is the contact information: <http://www.se.edu/dept/learning-center/writing-center/>

Counseling Center: Any student experiencing mental or emotional issues who desires free, confidential, clinical counseling is encouraged to contact the SE Counseling Center at (580) 745-2988 to schedule an appointment during normal working hours Monday-Friday, 8:00AM to 5:00PM. For after-hours mental health emergencies, please call SE Campus Police at (580) 745-2911 or the Mental Health Crisis Hotline at 1- (800) 522-1090.

Disability Accommodations: Any student needing special accommodations due to a disability should contact the Office of Compliance and Safety, Administration Building, Suite 311 or call (580) 745-3090 (TDD# 745-2704). It is the responsibility of each student who anticipates or experiences barriers to their academic experience to make an official request for disability related accommodations in a timely manner.

Blackboard Support: Can be found on the Southeastern Blackboard homepage at: <https://blackboard.se.edu/> by clicking on Bb technical support request or in the lower right hand corner on "Live Chat" between the hours of 7:00am-1:00am CST.

Equity and Non-Discrimination Statement: Southeastern Oklahoma State University, in compliance with all applicable federal and state laws and regulations, does not discriminate on the basis of race, color, religion, national origin, sex, age, disability, sexual orientation, gender identity, or status as a veteran in any of its policies, practices, procedures, or programs. This includes, but is not limited to: admissions, employment, financial aid, and educational services. Inquiries regarding non-discrimination and equity policies may be directed to: Michael Davis, Director of Compliance and Safety & Title IX Coordinator, (580) 745-3090, or mdavis@se.edu.

Course Format

Menu: Each course will utilize a Course Template to accomplish a common look and feel. The template will contain a course menu with nine buttons:

- **Course Home Page** - Here, students may obtain quick information regarding announcements, assignments due, etc.
- **Announcements** - Announcements may be used to clarify assignments, make changes in the schedule, provide holistic feedback to the class, etc.
- **Start Here** - This section will contain the syllabus, the instructor's contact information, course policies, etc.
- **Course Work** - Here students will find a folder for each week of the course. All the content, assignments, etc. will be placed into the appropriate week's folder. An outline of contents should be placed on the front of the folder. Assignments may be due throughout the week.
- **Henry G. Bennett Library** - This is a link to the SE online library for convenience.
- **Student Tools** – Students may access any student tool from this area, including grades. They can also email the instructor or classmates from here.
- **Student Email** - All university announcements and other communication with instructors will be sent to student email. This link gives quick convenient access to student email.

Weekly Folders: There are Weekly Folders, located on the Blackboard Home page tabs, containing all course exercises. Students will collaborate with the instructor and each other via the online tools provided by Bb, including discussion boards. All assignments, instructions, and explanations will be posted to Bb within the corresponding weekly folder. On the front of the folder is the Introduction. It will give you a summary of the contents of the folder as well as an introduction to the subject matter. Assignments, Quizzes, Discussion Boards, and Exams are contained in the sub-folders. The course content will be available from the beginning of the course with due dates listed for each assignment.

Course Calendar

Week 1: Discovering Marketing Management

This week you will complete the following course work:

- Week 1 Introduction (5 min)
- Read syllabus (30 min)
- Read FAQs (15 min)
- Read Discussion Board and Case Rubrics (1 hour)
- Read chapters 1 and 2 of the text (3 hours)

Introduce yourself to the class in accordance with the instructions (30 min)
Lynda.com video “Business Ethics” with Bob McGannon (1 h, 28 m)
Case 1 (2 hours)
“Business Ethics” quiz (15 min)
Chapter Test 1 (40 min plus 2 hours study)
Week 1 Wrap-up (5 min)
Total estimated time (11-14 hours)
Tied to course objectives, 1, 2, 3, 4

Week 2: Discovering Marketing Management and Using Information to Drive Marketing Decisions

This week you will complete the following course work:

Week 2 Introduction (5 min)
Read chapters 3 and 4 of the text (3 hours)
Case 2 (2 hours)
Lynda.com video “Marketing Research” with Cheryl Ladd (1 h, 15 m)
Discussion Board 1 (2 hours)
“Marketing Research” quiz (15 min)
Chapter Test 2 (40 min plus 2 hours study)
Week 2 Wrap-up (5 min)

Total estimated time 11-14 hours

Tied to course objectives 1, 2, 3, 4

Week 3: Using Information to Drive Marketing Decisions

This week you will complete the following course work:

Week 3 Introduction (5 min)
Read chapters 5 and 6 of the text (3 hours)
Case 3 (2 hours)
Lynda.com video “Advanced Consumer Behavior” with Michael Solomon (1 h, 28 min)
Discussion Board 2 (2 hours)
“Advanced Consumer Behavior” quiz (15 min)
Chapter Test 3 (40 min plus 2 hours study)
Week 3 Wrap-up (5 min)

Total estimated time 11-14 hours

Tied to course objectives 1, 2, 4

Week 4: Using Information to Drive Marketing and Developing the Value Offering – The Product Experience

This week you will complete the following course work:

Week 4 Introduction (5 min)
Read chapters 7 and 8 of the text (3 hours)
Case 3 (2 hours)
Lynda.com video “Supply Chain Management” with Eddie Davila (1 h, 42 min)
Discussion Board 3 (2 hours)
“Creative Thinking” quiz (15 min)
Chapter Test 4 (40 min plus 2 hours study)
Week 4 Wrap-up (5 min)

Total estimated time 9 – 11 hours

Tied to course objectives 1, 2, 4

Week 5: Develop the Value Offering – The Product Experience

This week you will complete the following course work:

Week 5 Introduction (5 min)

Read chapters 9 and 10 of the text (3 hours)

Lynda.com video “GDPR for Marketers” with David Booth (50 m, 22 s)

Read “The General Data Protection Regulation (GDPR): Good for Entrepreneurs or Barrier to Entry? by Dr. Silver (1 hour)

Case 5 (2 hours)

Discussion Board 4 (2 hours)

“GDPR” quiz (15 min)

Chapter Test 5 (40 min plus 2 hours study)

Week 5 Wrap-up (5 min)

Total estimated time 11-14 hours

Tied to course objectives 1, 2, 4

Week 6: Price and Deliver the Value Offering

This week you will complete the following course work:

Week 6 Introduction (5 min)

Read chapters 11 and 12 of the text (3 hours)

Lunda.com video “Design Thinking: Lead Change in Your Organization” with Turi McKinley (Introduction and parts 1 and 2. – approximately 1 h, 4 min).

Case 6 (2 hours)

Discussion Board 5 (2 hours)

“Supply Chain Management” quiz (15 min)

Chapter Test 6 (40 min plus 2 hours study)

Week 6 Wrap-up (5 min)

Total estimated time 10-12 hours

Tied to course objectives 1, 2, 4

Week 7: Communicate the Value Offering

This week you will complete the following course work:

Week 7 Introduction (5 min)

Read chapters 13 and 14 of the text (3 hours)

Lunda.com video “Design Thinking: Lead Change in Your Organization” with Turi McKinley (Parts 3 and 4 and closing. – approximately 1 h, 4 min).

Discussion Board 6 (2 hours)

“Social Media Marketing” quiz (15 min)

Final Exam – 30 questions from chapters 13 and 14 and 10 questions from previous Chapters (50 min plus 2.5 hours study)

Week 7 Wrap-Up (5 min)

Total estimated time 7-10 hours

Tied to Course Objectives 1, 2, 4

Learning Objectives:

The objectives of this course are:

1. Demonstrate an understanding of strategic marketing and the marketing planning process by analyzing cases. **[John Massey School of Business MBA Learning Goal 4]**
2. Apply financial aspects of marketing to case studies. **[John Massey School of Business MBA Learning Goal 1].**
3. Apply marketing concepts (e.g., opportunity analysis, marketing communications, etc.) to comprehensive strategic marketing cases. **[John Massey School of Business MBA Learning Goals 1 and 4].**
4. Students will demonstrate written communication skills at an appropriate level through written cases and discussion boards. **[John Massey School of Business MBA Learning Goal 2].**
5. Demonstrate critical thinking skills through discussion boards of relevant/contemporary topics in marketing. **[John Massey School of Business MBA Learning Goal 4].**
6. Identify current trends and technologies in marketing through quizzes related to practitioner articles and videos. **[John Massey School of Business MBA Learning Goal 1].**
7. Demonstrate an understanding of ethics and social responsibility in marketing through case analysis. **[John Massey School of Business MBA Learning Goal 3].**

Alignment of Objectives with Local, State, and/or National Standards:

The Marketing Management course is taught so as to comply with the Mission Statement of the John Massey School of Business. Specifically, the course prepares students to meet the challenges in a competitive and ever changing economy by providing an excellent and continuously improving learning environment that emphasizes both academic and applied knowledge. The course employs AACSB assurance of learning exercises.

Grading Policy:

The grading for this course is based on a point system. There are 1000 points possible in the course. Your total points will determine your grade as follows:

900+	= A
800-899.9	= B
700-799.9	= C
600-699.9	= D
<600	= F

Assignment List		Points
Discussion Boards	6 X 25	150
Quizzes on Lynda.com courses	7 X 20	140
Chapter Tests	6 X 60	360
Cases	6 X 45	270
Final	1 X 80	80
Total		1000

Introduction: Under Week 1 course work there is a discussion board where you are to introduce yourself to the class. Tell us your name, hometown, MBA concentration, and career goals. Add anything else you think might be of interest to the class (e.g., hobbies, pets, family, etc.).

The introduction is due the first Thursday of the course by midnight. *NOTE:* Failure to complete the introduction by the due date as assigned will result in a **50 point reduction** from your final point total.

Please note than early submission of an assignment will not result in the assignment being graded earlier.

Rubrics:

Rubrics for case analysis and discussion boards are under the “Start Here” button on the course BlackBoard site.

Interaction: Faculty-to-Student Interaction is facilitated through the following activities in this course:

- Student-Instructor interaction is facilitated through: Feedback on cases and discussion boards from coaches and instructor.
- Student-to-student interaction is facilitated through: discussion boards.

Instructor Feedback:

Students should expect a timely response to email questions and prompt grading and posting of assignments and exams. You should receive a response to your email within 24 hours. If you haven't received a response within 24 hours, please email again just in case I overlooked it. You should do your best to email from your official SOSU student email account. **Be sure to include your name in the body of every email you send as well as the assignment number you are referencing.**

Students should expect prompt grading and posting of assignments and exams. Instructor feedback will be provided to students in 3 business days or Instructor feedback will be provided to students before the next assignment is due.

The professor reserves the right to make adjustments to the syllabus and/or grading policy as needed in order to meet the instructional needs and goals of the class. Students will be notified of any adjustments to the course schedule.

Course Evaluations

All students are asked to complete an anonymous evaluation of this course. A link to the course evaluation will be provided in Blackboard/Announcements during the last week of the course.