

M MIDSTATE COLLEGE
411 W. NORTHMOOR RD. PEORIA IL 61614
(309) 692-4092
Summer 2019

Course: MKT 305 Marketing Management

Credit: 4 Quarter Hours

Method of Delivery: eLearning

Course Description: This course covers the role of management in marketing. The students will learn how marketing objectives are established, how target markets are identified and how marketing mixes are developed and implemented. Through case studies the students will learn to evaluate effective marketing strategies. Students in this course will also have the opportunity to develop, execute, and analyze market research through an assigned project.

Prerequisite: BUS 204 Principles of Management and BUS 232 Business Statistics

Text(s): Marketing Management Knowledge and Skills, (11th Edition)

Author(s): J. Paul Peter & James H. Donnelly, Jr.

Publisher: McGraw – Hill/Irwin

Materials needed for this course: The minimum requirements to complete a campus course at Midstate College.

Topics:

1. Role of Marketing in Organizations and Society
2. Marketing Strategy and Research
3. Customer Analysis
4. Market Segmentation and Product Differentiation
5. Competitive Analysis and Product Positioning
6. Product Development and Testing
7. Services Marketing
8. Pricing Strategies
9. Distribution Channels
10. Advertising Programs
11. Marketing Mix

Learning Objectives: Upon completion of this course, the student will be able to:

1. Demonstrate an understanding of the role of marketing in business.
2. Demonstrate an understanding of commonly used tools of marketing.
3. Improve critical thinking skills through analysis of marketing case studies.
4. Develop skills in designing, implementing and analyzing market research.
5. Blend new information to attain the highest utilization of marketing tools.
6. Establish and write a marketing plan.

Midstate Grading Scale:

90-100	A
80-89	B
70-79	C

60-69 D
0-59 F

Midstate Plagiarism Policy:

Plagiarism is using another person's words, either by paraphrase or direct quotation, without giving credit to the author(s). Plagiarism can also consist of cutting and pasting material from electronic sources by submitting all or a portion of work for assignment credit. This includes papers, computer programs, music, sculptures, paintings, photographs, etc. authored by another person without explicitly citing the original source(s). These actions violate the trust and honesty expected in academic work. Plagiarism is strictly against the academic policy of Midstate College. Its seriousness requires a measured, forceful response which includes consequences for inappropriate and/or no citation.

In courses containing writing assignments, the College promotes the use of an electronic resource which compares the student's writing against previously submitted papers, journals, periodicals, books, and web pages. Students and instructors can use this service to reduce the incidence of plagiarism. This electronic resource has been found to conform to legal requirements for fair use and student confidentiality. It is able to provide a report to the student indicating the parts of the assignment that match.

Instructor Information:

Instructor: Dr. Brian Young

Midstate e-mail: bjyoung@midstate.edu

Office Phone: 309-692-4092

Office Hours: Please call or write and make an appointment to avoid any schedule conflicts.

Policies and Procedures:

1. Late work: Late work is not accepted and will result in a zero percent on any/all late assignments. Only in extreme extenuating circumstances will late work be accepted (and even in such circumstances, the student has the responsibility to notify the instructor in a timely manner and seek approval for extensions). Even if extensions are granted, late penalties in grading will still apply at the discretion of the instructor.

2. eLearning Sessions: In accordance with Midstate College policies, class material will be made available on Monday at 12:00 p.m. of that week (see dates in the Course Outline below) and will remain available until the following Monday until 8:00 a.m. This allows students one week to access the lecture and related material for that week's session, take the quiz, and participate in the mandatory discussion and summary boards (see my discussion/summary expectations document).

3. All Writing Assignments: This includes, but is not limited to, papers, essays, projects, essay questions on exams, homework assignments, and summaries. These assignments will supplement the textbook, additional readings, and online lectures to further your understanding and application of course material. Assignments may be turned in online via Turnitin (our online plagiarism software). Late papers will not be accepted (see above policy on late work). I expect college-level writing, appropriate for the level of class this is, and such writing will be will be graded on spelling and grammatical errors (run-on sentences, punctuation, etc) in addition to content.

4. Academic dishonesty: Cheating / plagiarism in any form will not be tolerated in this course and may result in the dismissal/suspension from the course/program/college. Do your own work! Not knowing the rules of plagiarism is not a valid defense. Check with me if you are not clear on what constitutes plagiarism.

5. Syllabi changes: The instructor reserves the right to change this syllabus at any time. Students will receive timely notice of all such changes via announcements made online in Joule and/or via email.

Participation Requirements:

In class: Students are expected to be in class during each on campus session. Attendance is taken for each class session, and reported to the college. Likewise, students may receive credit for attending (and participating in) class. In the event of an absence, even if it was approved by the instructor ahead of time, the student will lose any/all points associated with participation.

eLearning: Students must submit substantial gradable work in order to be marked as present for each week (see the Midstate eLearning policy on attendance in the student eLearning handbook). Each week extends from Monday at 12:00 PM to the following Monday at 8:00 AM. However, the instructor has the right to set due dates at their discretion within each week. For instance, initial discussion posts are due Thursday nights by Midnight. Certain assignments, exams, and papers/projects may be due mid-week at specified days and times.

Flex Learning: Flex courses are taught both on-campus and through eLearning. Flex courses offer personalized learning where students can choose each week whether they want to attend on-campus, via eLearning, or both.

*Students who attend in-class are not required to do the discussion and summary online for that week, however they may be asked to submit other work in Joule.

*Students who attend online are required to do ALL work (assignments, discussions, summaries, etc) online

Instructor's Grading Scale: The student is expected to read all assigned chapters. Grading for the course will be based upon the following work:

Assignments	25% of grade
Case Studies	25% of grade
Research Project	25% of grade
Class Participation	25% of grade

Weekly Outline:

TBA = To Be Announced/Assigned

Week 1:

Topics:

1. Introductions and orientation

Objective:

1. Demonstrate an understanding of the role of marketing in business.

Read: Ch. 1

Written Assignments: TBA

WEEK 2:

Topic: Marketing in business

Objectives:

1. Demonstrate an understanding of the role of marketing in business.
2. Demonstrate an understanding of commonly used tools of marketing.
3. Improve critical thinking skills through analysis of marketing case studies.
4. Develop skills in designing, implementing and analyzing market research.

Read: Ch. 2

Writing Assignment: TBA

Project: Introduce Project

WEEK 3:

Topic: Marketing in business

Objectives:

1. Demonstrate an understanding of the role of marketing in business.
2. Demonstrate an understanding of commonly used tools of marketing.
3. Improve critical thinking skills through analysis of marketing case studies.
4. Develop skills in designing, implementing and analyzing market research.

Read: Ch. 3

Writing Assignment: TBA

Project: continued work and completion of any deliverables assigned by instructor

WEEK 4:

Topic: Marketing in business

Objectives:

1. Demonstrate an understanding of the role of marketing in business.
2. Demonstrate an understanding of commonly used tools of marketing.
3. Improve critical thinking skills through analysis of marketing case studies.
4. Develop skills in designing, implementing and analyzing market research.

Read: Ch. 4

Writing Assignment: TBA

Project: continued work and completion of any deliverables assigned by instructor

WEEK 5:

Topic: Marketing in business

Objectives:

1. Demonstrate an understanding of the role of marketing in business.
2. Demonstrate an understanding of commonly used tools of marketing.
3. Improve critical thinking skills through analysis of marketing case studies.
4. Develop skills in designing, implementing and analyzing market research.

Read: Ch. 5

Writing Assignment: TBA

Project: continued work and completion of any deliverables assigned by instructor

WEEK 6:

Topic: Marketing in business

Objectives:

1. Demonstrate an understanding of the role of marketing in business.
2. Demonstrate an understanding of commonly used tools of marketing.
3. Improve critical thinking skills through analysis of marketing case studies.
4. Develop skills in designing, implementing and analyzing market research.

Read: Ch. 6

***Midterm-** TBA

Writing Assignment: TBA

Project: continued work and completion of any deliverables assigned by instructor

WEEK 7:

Topic: Marketing in business

Objectives:

1. Demonstrate an understanding of the role of marketing in business.
2. Demonstrate an understanding of commonly used tools of marketing.
3. Improve critical thinking skills through analysis of marketing case studies.
4. Develop skills in designing, implementing and analyzing market research.

Read: Ch.7

Writing Assignment: TBA

Project: continued work and completion of any deliverables assigned by instructor

WEEK 8:

Topic: Marketing in business

Objectives:

1. Demonstrate an understanding of the role of marketing in business.
2. Demonstrate an understanding of commonly used tools of marketing.
3. Improve critical thinking skills through analysis of marketing case studies.
4. Develop skills in designing, implementing and analyzing market research.

Read: Ch. 8

Writing Assignment: TBA

Project: continued work and completion of any deliverables assigned by instructor

WEEK 9:

Topic: Marketing in business

Objectives:

1. Demonstrate an understanding of the role of marketing in business.
2. Demonstrate an understanding of commonly used tools of marketing.
3. Improve critical thinking skills through analysis of marketing case studies.
4. Develop skills in designing, implementing and analyzing market research.

Read: Ch. 9

Writing Assignment: TBA

Project: Last week to work on project – put finishing touches on the project

WEEK 10:

Topic: Marketing in business

Objectives:

1. Demonstrate an understanding of the role of marketing in business.

2. Demonstrate an understanding of commonly used tools of marketing.
3. Improve critical thinking skills through analysis of marketing case studies.
4. Develop skills in designing, implementing and analyzing market research.
5. Blend new information to attain the highest utilization of marketing tools.
6. Establish and write a marketing plan.

Read: Ch. 3

Writing Assignment: TBA

Project: Project due this week

WEEK 11:

Topic: Marketing in business

Objectives:

1. Demonstrate an understanding of the role of marketing in business.
2. Demonstrate an understanding of commonly used tools of marketing.
3. Improve critical thinking skills through analysis of marketing case studies.
4. Develop skills in designing, implementing and analyzing market research.
5. Blend new information to attain the highest utilization of marketing tools.
6. Establish and write a marketing plan.

Read: Ch. 11

Writing Assignment: TBA

Project: Presentations in class this week

WEEK 12:

Topic: Research project

Objective:

1. Demonstrate an understanding of the role of marketing in business.
2. Demonstrate an understanding of commonly used tools of marketing.
3. Improve critical thinking skills through analysis of marketing case studies.
4. Develop skills in designing, implementing and analyzing market research.
5. Blend new information to attain the highest utilization of marketing tools.

Read: Ch. 12 & Ch. 13

***Final Exam-** TBA

Writing Assignment: TBA

Project: Presentations may continue this week.