MARKETING MANAGEMENT
MBAD 6270-U90    CRN: 26383
Spring Semester 2014    Center City Rm 1102
Tuesday, 5:30-8:15 pm

Instructor: Dr. L. Swayne, Professor
Department of Marketing

Office: Friday Room 240-B, UNC Charlotte Campus

Office Hours: Monday 11:00 am – 12:30 pm campus
Monday 3:15 pm – 4:15 pm campus
Tuesday 12:00 – 12:30 pm Center City
Tuesday 5:00 – 5:30 pm Center City
and by appointment

Email: leswayne@uncc.edu
Phone: 704-687-7602
Fax: 704-687-6442
Home: 704-919-0756
Mtns: 828-756-2280

Casepak

COURSE OBJECTIVE: For non-marketing managers, the objectives of this course are: (1) to develop an understanding and appreciation for the complexities, problems and contributions of marketing from a managerial viewpoint; (2) to present information to integrate marketing with the field of interest; (3) to learn the "language" to enable improved communication with marketers; and (4) to foster an ethical perspective for marketing activities.

For those managers already involved in marketing activities the objectives are: (1) to expand marketing thought in both familiar and unfamiliar areas; (2) to investigate creative approaches to marketing problem solving; (3) to gain greater expertise in the field; and (4) to foster an ethical perspective for marketing activities.

COURSE METHODOLOGY: (1) Lectures (2) Class discussion of topics/questions/cases (3) Oral presentations (4) Papers (5) Cases (6) Examinations. Very little lecture time will be devoted to topics that the average student can readily comprehend on the basis of self study. Instead class discussion will focus on those areas where comprehension is enhanced by additional elaboration or illustration.

ATTENDANCE: Class attendance is expected. However, realistically, there may be an occasion when you are unable to attend class. If you are responsible for presenting information to the class that evening, other arrangements can be made if proper advance notice is given to the instructor. Class participation will be used in determining grades. Any student missing more than two classes is subject to an unsatisfactory grade.

It is difficult to participate when not in attendance; lack of participation will be considered lack of preparation.

ASSIGNMENTS: Assignments include a variety of formats to help the student improve skills in marketing analysis and verbal and written communication. Chapter(s) and cases assigned for a given date are expected to be read prior to that class. Proper preparation by all students enhances discussions. Any late work will be penalized one letter grade/day. No late cases accepted; other late work will not be accepted after the last class day (April 29, 2014).
WRITTEN ASSIGNMENTS: Written assignments should be typed and are not to exceed the specified length. Identify all assignments by number on each page with student name on the back of the last page. Staple the paper in the upper left corner; no folders, please. The instructor will keep all work, so if you desire a copy, duplicate the paper before submitting it. All graded work is to be returned to the professor no later than April 29, 2014. (Papers below graduate level written standards or over length will be returned ungraded).

The Marketing Plan Project, as a group effort, requires one copy of the Plan and one copy of the PowerPoint slides to be submitted to the instructor and one copy of each to the client. The company/product/brand requires instructor approval. Teams of 5 students will work on the marketing plan. Peer evaluations (both self and for others on the team) will be used and may adjust a student’s grade for the project. The project will be presented to the "client" on the date specified.

Case Analyses. Three (3) cases will be analyzed. Topics will be selected based on students’ interests. The cases will be discussed in class on the date specified.

NOTE: No written assignments may be submitted via email without prior permission of the instructor.

ORAL ASSIGNMENTS: Students will have the opportunity to orally present the results of their reading about marketing, findings from case assignments, and their Marketing plan. All students are expected to keep abreast of current topics in marketing by reading Ad Age, Business Week, Fortune, Forbes, or The Wall Street Journal.

EXAMS: Two exams will be given. Exams will be essay questions designed to allow the student to demonstrate his/her ability to apply marketing concepts discussed in class. If an exam must be missed, it is the responsibility of the student to re-schedule the exam. Exams may be taken early.

GRADING: Exam I 25%
Exam II 25%
Cases, oral presentations, class participation 10%
Marketing Plan (grade may be adjusted by peer eval) 40%

A = Superior Performance: Total understanding of all material with superior ability to apply knowledge.

B = Good Performance: Excellent understanding and good ability to apply material.

C = Average Performance: Understanding of most material and ability to apply most material.
ACADEMIC INTEGRITY

The UNC Charlotte Academic Integrity Policy will be followed. The student is responsible for reading and understanding the policy:

Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

STATEMENT of INCLUSION

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.
<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>CHAPTER</th>
<th>ASSIGNMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 14</td>
<td>Introduction Marketing Strategies, Plans</td>
<td>Chapters 1, 2 Kotler/Keller</td>
<td></td>
</tr>
<tr>
<td>Jan 21</td>
<td>Marketing Information, Environment, and Research</td>
<td>Chapters 3, 4 Kotler/Keller</td>
<td></td>
</tr>
<tr>
<td>Jan 28</td>
<td>Customer Relationships</td>
<td>Chapter 5 Kotler/Keller</td>
<td>Case: Pamela Spencer (in class exercise)</td>
</tr>
<tr>
<td>Feb 4</td>
<td>Buyer Behavior</td>
<td>Chapters 6, 7 Kotler/Keller</td>
<td>Form Marketing Plan Teams</td>
</tr>
<tr>
<td>Feb 11</td>
<td>Segmentation and Targeting</td>
<td>Chapter 8 Kotler/Keller</td>
<td></td>
</tr>
<tr>
<td>Feb 18</td>
<td></td>
<td>Complete Ch 1-8</td>
<td>Case 1: Marketing Plan Update</td>
</tr>
<tr>
<td>Feb 25</td>
<td>Mid-Term Exam</td>
<td>Chapters 1-8</td>
<td></td>
</tr>
<tr>
<td>Mar 4</td>
<td><strong>Spring Break – No classes</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mar 11</td>
<td>Branding/Positioning/Competition</td>
<td>Chapters 9, 10, 11 Kotler/Keller</td>
<td></td>
</tr>
<tr>
<td>Mar 18</td>
<td>Product, Services Strategies</td>
<td>Chapters 12, 13 Kotler/Keller</td>
<td>Marketing Plan Update</td>
</tr>
<tr>
<td>Mar 25</td>
<td>New Products</td>
<td>Chapter 20, Kotler/Keller</td>
<td>Case 2:</td>
</tr>
<tr>
<td>Apr 1</td>
<td>Promotional Strategies</td>
<td>Chapters 17, 18 Kotler/Keller</td>
<td></td>
</tr>
<tr>
<td>Apr 8</td>
<td>Promotional Strategies</td>
<td>Chapter 19 and Social Media</td>
<td></td>
</tr>
<tr>
<td>Apr 15</td>
<td>Pricing Strategies</td>
<td>Chapter 14 Kotler/Keller</td>
<td>Case 3:</td>
</tr>
<tr>
<td>Apr 22</td>
<td>Value Chain/Distribution/Channels Strategies</td>
<td>Chapters 15, 16 Kotler/Keller</td>
<td></td>
</tr>
<tr>
<td>Apr 29</td>
<td>Marketing Plans due and Oral presentation to the client</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 6</td>
<td>EXAM</td>
<td>Chapters 9-21</td>
<td></td>
</tr>
</tbody>
</table>
Name_________________________Preferred to be called__________________________

Address__________________________

Telephone (cell)____________________ (Work)______________________ Prefer: cell work

UNC Charlotte Email ________________________________

No. of hours completed in MBA program________Concentration in MBA Program____________________

Current job title & company______________________________________________________________

___________________________________________________________________________________________

Type of work you do__________________________________________________________

How long have you held your current position? _________ years.

Significant previous experience___________________________________________________________________________________________

___________________________________________________________________________________________

Undergraduate degree/major________________________Institution__________________________Year__________

Other graduate degrees___________________________________________________________________________________________

Previous exposure to marketing______________________________________________________________

___________________________________________________________________________________________

Career objective___________________________________________________________________________________________

___________________________________________________________________________________________

Experience with case analysis______________________________________________________________

___________________________________________________________________________________________

How do you learn best?______________________________________________________________

___________________________________________________________________________________________

How many hours do you typically work each week? ____________ How many hours do you have committed for
other significant activities? ____________ How many hours are you taking this semester? ________________

I will return all graded work by April 29, 2014 ________________________________________________

signed