Proposal for a New Graduate Course

Department: School of Business: Marketing and Supply Chain Management
Graduate Program: Master of Business Administration

Course Number & Title: MBAD 525 Marketing Management
Total hours/week: 42 hours / 7 hours per week for 6 weeks
Number of Credits: Lectures: 3 Lab: 

Will this course be cross-listed with an undergraduate or other graduate course? X YES □ NO
If yes, please complete an attach to this proposal a Permission to Cross-List a Graduate Course form.

Course will first be offered: Fall 2010

Catalog description (Please limit to 50 words):
This course provides students with an understanding of the principles of marketing management, with an emphasis on analysis and marketing planning. Through readings, cases, exercises, and applications, students will not only learn the essentials of marketing but also be able to apply them in a business context.

Prerequisites (or other restrictions)
MKTG 302 undergraduate course or the “boot camp” equivalent for non-business degree holders

Rationale/justification for course (consider the following issues):

a. What are the goals and objectives of the course?

To gain factual knowledge (terminology, methods, trends, and concepts) of the marketing discipline:

To understand fundamental marketing principles and theories as they apply to global and domestic marketing; and

To develop professional skills and competencies in the types of decisions that must be made in marketing planning.

If more space is needed for any section, please attach additional sheets to this form.

November 2007
b. How does the course support the mission statement of the department and the organizing principles of the graduate program?

This course satisfies the following School of Business learning goals:

- **Global Awareness:** Students will recognize and examine the global implications of business decisions while evaluating and integrating innovative applications of these implications utilizing relevant discipline specific knowledge.
- **Professional Leadership:** Students will have the opportunity to demonstrate leadership skills by working together on case presentations and leading the class in substantive dialog about case issues.

Are other departments affected by this course? □ YES  X NO

(Please attach letters of support from the chairs of each department indicating the Department has discussed and supports the proposal.)

Is this course part of a joint program? □ YES  X NO

If yes, at what institution?

Method of teaching: Lecture, case study, project, oral presentation and written analysis

If more space is needed for any section, please attach additional sheets to this form.

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Expected changes

a. Address potential enrollment pattern shifts in the Department or University-wide as it relates to the offering of this course

This course is for a new program with new students anticipated

b. Address potential shifts in staffing of the departments as it relates to the offering of this course.

An additional adjunct section will be necessary for a full-time faculty, one-course release to staff this course

Requirements for additional resources made necessary by this course. (Note: course requiring additional resources will need special justification.)

a. Staff  None

b. Budget  None

c. Library  None

Attach course syllabus, reading list, or any additional documentation that can help the committee evaluate this proposal. A syllabus is mandatory.

Signature of Program Director:  [Signature]
Date: 12-3-09

Signature of Department Chair:  [Signature]
Date: 12-3-09

Additional Chair's Signature*:  [Signature]
Date: 12-3-09

Signature of Schools' Dean:  [Signature]
Date: 12-3-09

Additional Schools' Dean Signature*:  [Signature]
Date: 12-3-09

Signature of the Provost:  [Signature]
Date: 12-3-09

Signature of Budget Director**:  [Signature]
Date: 12-3-09

*For interdisciplinary courses. **Business Affairs Office

Signature of Chair of the Faculty Committee on Graduate and Continuing Education

[Signature]  Date: 12-9-09

Signature of Chair of Grad Council:  [Signature]
Date: 12-18-09

Signature of the Faculty Secretary:  [Signature]
Date: 12-18-09

If more space is needed for any section, please attach additional sheets to this form.
Faculty Committee on Graduate and Continuing Education

Permission to Cross List a Graduate Course

Note: This form must **ALWAYS** be accompanied by either a *New Graduate Course Proposal* form
or a *Proposal to Change a Graduate Course* form.

1. The course is:
   a. X New Course (Course Number/Title: MBAD525 Marketing Management)
      TERM: Fall 2010
   b. X Existing Course (Course Number/Title: MKTG525 Marketing Management)
   c. O Special Topic Course (Course Number/Title: ________________________)
      TERM: ________________________

2. This course will be cross-listed with an **O undergraduate** course (If so please complete Section A below)

**XXX existing graduate** course (If so please complete Section B below)

**Section A**

Course Number / Title: N/A

*Below please indicate in detail what provisions have been made to delineate separate requirements for the different levels of students. Please also remember to make this delineation on the course syllabus which you will attach to the course proposal form.*

Approval to cross-list the undergrad course with a graduate course (please SIGN AND PRINT your name):

a. Department Chair of Graduate Course:

b. Department Chair of Undergraduate Course:

c. Graduate Program Director:

d. Provost:

*If more space is needed for any section, please attach additional sheets to this form.*

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Section B

Course Number / Title of Existing Course: MKTG25 Marketing Management

Program of Existing Course: Masters of Science Accountancy

Approval of the program director of existing graduate course and of the requesting program director to cross-list the course (please SIGN AND PRINT your name):

"Host" Program Director

"Requesting" Program Director

Reviewed by: H. J. Tierney, Chair, Faculty Committee on Graduate Education Date: 12/7/09

(Revised: August 2009)

Susan J. Marussevic 12/7/2009
(Academic Affairs)

If more space is needed for any section, please attach additional sheets to this form.
COURSE SYLLABUS
MBAD525/MKTG525 Marketing Management

Date, Time, Location

Instructor
Office ~ Office Hours
Phone ~ Email

Course Overview

This course provides students with an understanding of the principles of marketing management, with an emphasis on analysis and marketing planning. Through readings, cases, exercises, and applications, students will not only learn the essentials of marketing but also be able to apply them in a business context.

The specific objectives of this course are:

1. To gain factual knowledge (terminology, methods, trends, and concepts) of the marketing discipline;

2. To understand fundamental marketing principles and theories as they apply to global and domestic marketing; and

3. To develop professional skills and competencies in the types of decisions that must be made in marketing planning.

This course satisfies the following School of Business learning goals:

- Global Awareness: Students will recognize and examine the global implications of business decisions while evaluating and integrating innovative applications of these implications utilizing relevant discipline specific knowledge.

- Professional Leadership: Students will have the opportunity to demonstrate leadership skills by working together on case presentations and leading the class in substantive dialog about case issues.

Required Reading

Coursepack of readings and cases.

Course Prerequisites

MKTG 302 or the “boot camp” equivalent for non-business degree holders

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Deliverables

The following deliverables will be used to calculate your final grade for the course.

- Exams (2 @ 30%) 60%
- Group Case Presentation 20%
- Class Participation 20%

Exams: There will be two individual, non-cumulative, open note, open book, case-based in-class exams. Each exam will include content covered since the previous exam, including material from the readings (whether discussed in class or not) and material discussed in class (whether found in the readings or not). Cases will be distributed prior to the exam. These exams will take place on the dates listed in the Schedule of Classes below.

Group Case Presentation: In teams, students will present a case analysis and lead the class in a discussion of the case. I will provide substantial input into this assignment under separate cover.

Class Participation. It is imperative that you attend class and be thoroughly familiar with the readings and cases assigned. Being unprepared for class discussion impacts heavily on the quality of each session, and students evidencing a lack of preparation will be penalized on the class participation portion of their grade. Obviously, students who do not attend class cannot participate, and absences have an adverse impact on your grade. I will provide one intermediate report of your class participation to date around the 6th meeting of class.

In terms of class participation quantity, I look to each individual to make a substantial contribution approximately every other class meeting. I evaluate quantity on a 3 tier basis:

1. Rarely/never participated
2. Participated, but not frequently enough
3. Participated approximately every other class meeting

I evaluate quality on a similar 3 tier basis:

1. Contributions were derivative, echoed other students' comments, and/or failed to demonstrate appropriate preparation. Possibly made comments that were inappropriate and/or detracted from productive discussion.
2. Contributions showed adequate preparation of discussion items. Was somewhat able to justify and extend comments when posed with follow up questions. Occasionally engaged other students.
3. Contributions moved the class forward, demonstrated depth and relevance, and showed significant preparation of discussion items. Was able to justify and extend comments when posed with follow up questions. Frequently engaged other students.

Your class participation grade is the product of these two numbers, and may run from a low of 1 (C-) to 9 (A+). Please note that “air hogs” (folks who make frequent but unsubstantial comments) do not fare well under this scheme (3 for quantity * 1 for quality = 3 or C+). There is no “make up” for missed classes or poor participation, so try to keep these to a minimum.

If more space is needed for any section, please attach additional sheets to this form.

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Grading

At the end of the course, I will average the percentages for all your deliverables per the weights shown above. Then, I will assign your final letter grades based on this average per the scale below. There is no rounding.

<table>
<thead>
<tr>
<th>Total Percent</th>
<th>Letter Grade</th>
</tr>
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<tbody>
<tr>
<td>90.000 – 100%</td>
<td>A</td>
</tr>
<tr>
<td>85.000 – 89.999%</td>
<td>B+</td>
</tr>
<tr>
<td>80.000 – 84.999%</td>
<td>B</td>
</tr>
<tr>
<td>75.000 – 79.999%</td>
<td>C+</td>
</tr>
<tr>
<td>70.000 – 74.999%</td>
<td>C</td>
</tr>
<tr>
<td>0.000 – 69.999%</td>
<td>F</td>
</tr>
<tr>
<td>Incomplete</td>
<td>I</td>
</tr>
<tr>
<td>Withdrawal</td>
<td>W</td>
</tr>
<tr>
<td>Academic Dishonesty</td>
<td>XF</td>
</tr>
</tbody>
</table>

Special Accommodations

If you have a documented disability and have been approved to receive accommodations through SNAP Services, please let me know as soon as possible. We will arrange a time for you to meet with me to discuss your specific needs.

Honor Code

I have very high regard for the Honor System of the College of Charleston and try to adhere to it scrupulously. I expect you to do the same. Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved.

I will handle incidents where the I determine the student’s actions are related more to a misunderstanding than to an honor code violation. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed by both the student and me, will be forwarded to the Dean of Graduate Students and placed in the student’s file.

I will report cases of suspected academic dishonesty to the Dean of Graduate Students. A student found responsible by the Honor Board for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student’s transcript for two years after which the student may petition for the X to be expunged. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

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Students should be aware that unauthorized collaboration — working together without permission — is a form of cheating. Unless I specify that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information stored on a cell phone), copying from others' exams, fabricating data, and giving unauthorized assistance.

Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from me.

You can find the complete Honor Code and all related processes in the Student Handbook at http://www.cofc.edu/geralldocuments/handbook.pdf.

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SCHEDULE OF CLASSES

Meeting 1  What is Marketing
Reading(s):  What is Marketing
             Marketing Strategy: How It Fits with Business Strategy
Case:       Microsoft Canada: Marketing XBox

Meeting 2  Company and Competitor Analyses
Reading(s):  Audit Risk Analysis
             Using the Strategy Map for Competitor Analysis
Case:       Cat Fight in the Pet Food Industry

Meeting 3  Understanding Customers
Reading(s):  Note on Marketing and Consumer Research
             TBD Consumer Behavior
Case:       Harrington Collection: Sizing Up the Active-Wear Market
            Presented by Team 1

Meeting 4  Segmentation, Targeting, and Positioning
Reading(s):  Market Segmentation, Target Market Selection, and Positioning
             Perceptual Mapping: A Manager’s Guide
Case:       Fashion Channel: Market Segmentation
            Presented by Team 2

Meeting 5  Marketing Analyses
Reading(s):  Note on Low Tech Marketing Math
             TBD Marketing Build Up Demand Forecast
Case:       Mountain Man Brewing Co.: Bringing the Brand to Light
            Presented by Team 3

Meeting 6  Interactive Exercise
Midterm Exam

Meeting 7  Product Strategy
Reading(s):  Principles of Product Policy
             Managing Brands for the Long Run
Case:       Manchester Products: A Brand Transition Challenge
            Presented by Team 4

Meeting 8  Pricing Strategy
Reading(s):  Principles of Pricing
             Pricing It Right: Strategies, Applications, and Pitfalls
Case:       Atlantic Computer: A Bundle of Pricing Options
            Presented by Team 5

Meeting 9  Channel Strategy
Reading(s):  Designing Channels of Distribution
             Changing Channels: Impact of the Internet on Distribution Strategy
Case:       Natureview Farm

If more space is needed for any section, please attach additional sheets to this form.

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Meeting 10  IMC Strategy
Readings: Integrated Marketing Communications
          Social media: The New Hybrid Element of the Promotion Mix
Case: Reliance Baking Soda: Optimizing Promotional Spending
      Presented by Team 7

Meeting 11  Global Marketing
Reading(s): Marketing Across Borders: It's a Big, Big World
           How Global Brands Compete
Case: Li Ning: Anything Is Possible
      Presented by Team 8

Meeting 12  Interactive Exercise
Final Exam

If more space is needed for any section, please attach additional sheets to this form.