

Webster University

MRKT 5000: Marketing

Catalog Description

Students examine the character and importance of the marketing Process, its essential functions, and the institutions exercising these functions. Course content focuses on the major policies that underlie the activities of marketing institutions and the social, economic, and political implications of such policies. This course gives an overview of the entire marketing process and the integration of the elements that make up a Marketing Plan.

Prerequisites

There are no formal prerequisites to MRKT 5000. However, it is assumed the student has adequate writing, mathematical, and analytical skills. Also, as for all internet courses, the student must be disciplined and self-motivated.

Class Intent

The intent of this course is to give the students a broad based exposure to the field of Marketing. The course will satisfy three different requirements: (1) As the only required course for the MBA candidate, (2) as the introduction course to Marketing candidates, and (3) as an elective for any graduate degree offered. This is a prerequisite course for any other course in the Marketing MA program.

Course Learning Outcomes

Upon Completion of this course the student will be able to:

- Demonstrate the ability to properly identify and select markets for which specific products will be targeted.
- Gain an understanding of the basic functional aspects necessary to formulate and integrated Marketing Plan. This includes: Consumer Buying Behavior, Environment, Marketing Research, Product Management, Promotion, Channels of Distribution, and Pricing.
- Perform Marketing Research that is targeted towards reading topical articles related to marketing and referencing these topics to what is being discussed in the class.
- Gain the ability to assemble a comprehensive, conceptual Marketing Plan based on the material learned in this class. This objective deals with the practical application of the subject of Marketing, and integrates the information presented in the entire class.

Materials

Pride, W. and Ferrell, O., Marketing: Concepts and Strategies **14th ed.** Houghton Mifflin; 2008. Paperback ISBN 9780618962297.

Please be aware when purchasing your textbooks that the International versions of the text may differ from the Domestic (North American) version required for your course.

[Click here for textbook sources.](#)

Course Activities

Course Requirements

1. You must be a self-directed learner. You should expect to receive from this class only the effort you put into it. Learning opportunities will be plentiful, but you must embrace the opportunity to learn from your peers. **Each week's class work will be "opened" by the instructor and available to you each Sunday night by midnight, USA Central Standard Time.**
2. Reading assignments listed on the syllabus (in the course) should be completed upon entering the virtual classroom each week. It will be assumed that you comprehend the reading material and are prepared to discuss key topics and theories related to assigned material
3. Following is an explanation of the column navigator headings you will see under the **"Weekly Schedule."** **This class work format is uniform throughout the course and each week of the class will have the same general set of requirements:**
 - **Chapter Summary-** Each week, the topics to be covered will be explored in this overview. This section is designed to introduce the students to each week's material. This overview, along with the complete textbook reading materials, should give you a good base of knowledge to complete case assignments and participate in good class discussions.
 - **Required Reading-** All readings required for each week's class are listed in the "Course Outline." (See the Homepage - "Welcome and Get Started" - "Course Outline"). **The required test for**

this course is **Pride, W. and Ferrell, O., Marketing: Concepts and Strategies, 14th ed. Copyright 2008, Houghton Mifflin Co. Paperback version, ISBN #9780618962297.**

- **Concept Discussion-** Each week students will read from the textbook relating to the week's topics and discuss it with classmates and the instructor in the **Concept Discussions** area. These concept discussions are related to the required readings for the week, and your online discussions constitute the primary source of your "class participation" grade. This discussion should be thoughtful, concise, and display your ability to analyze information. **In order to receive any credit for participation in the class you must respond with one original posting to each discussion topic each week (following the Instructor's threaded question) and respond to at least three fellow students each week on that topic.** That is a total of **4 postings per week at the absolute minimum.** To receive a higher participation score, you must post more than the minimum. Your Instructor is looking for quality postings with references to our study of marketing. Your personal opinion may be important to the topic, but your Instructor is most interested in your understanding of marketing concepts and how they relate to that discussion. You are expected to read all postings from others in the threads. Your first comment entry for the Concept Discussion is due by **Tuesday** of each week.
- **Case Assignment-** As with the concept discussion topics, the **Case Assignment** is to be read and analyzed by each student. There are eight of these cases to be completed during the course, one each week for eight weeks. Seven of these cases are printed within the required textbook reading for the week and one case is presented as an attachment during week eight. Students will answer specific questions regarding the case and submit them to the instructor. Each case analysis is worth 25 points. These case reviews will be graded and the grades sent to the students the week following that case. This case assignment response is sent only to the instructor and is not posted to the "open" forum. Only the instructor will see your case analysis. Your case analysis must be a minimum of **500 words** in length, double-spaced, submitted as a Microsoft Word attachment with at least a 12-point font. Your submission must have your name typed somewhere on the file. You are required to answer all case questions with depth and detail. **A minimum of three outside references** must be used for each case analysis and listed in a bibliography at the end of the paper. The course text and any references within the case itself are not counted toward the minimum requirement for three references. You must follow the case analysis format outlined in the first week's assignment instructions. A sample case analysis has been attached for your review.
- **Article Reviews:**
Each student will review an article from a topic assigned by the Instructor. These six graded research papers will be due during weeks 2,3,4,6,7 and 8. Each article review is worth 15 points for a total of 90 points possible. Students will follow a specified format for these reviews, the first detailed in the instructions for Week Two course work, in the assignments area for that week. All six article reviews follow the same format and requirements, with a different topic for each of the six review assignments. Your article reviews are due Friday of each week.
- **Special Activities-** These activities represent special events or learning opportunities that will add more value to the class. If there are no special activities for the week, there will be no heading in the column.

Assessment

The course organized to have a maximum point value of **1000**.

- A **Mid-Term Exam and a Final Exam** will be given according to the weekly schedule. **The Final exam will take place in the final week of the course, and has a point value of 200 points possible.** The **Mid-Term exam will occur during week five and also has a point value of 200.**
- Each week, there will be a graded **case analysis (The Case Assignment)** worth 25 points. There will be eight of these cases worth a total of 200 points.
- **Article Reviews and Introductory Quiz** total 100 points. Article Reviews during 6 of the class weeks have a point value of 15 points each for a total of 90 points. The Introductory Quiz during the first week which will require the student to answer 10 simple questions which relate to the basic course instructions. The Introductory Quiz is worth ten points.
- **Marketing Plan** is worth 200 points. This integrated Plan is due during week 9 of the course. Detailed instructions will be given in another section of the instructions.
- The remaining 100 points represent **class participation**, demonstrated through weekly Concept Discussions and general comments in the discussions. Please respond to the discussions within the thread provided for that topic. Please do not create a new threads to answer questions from the weekly course work. Keep your responses within the established thread so all students can see your comments in the context of ALL the threaded responses from the class.

Grading

Grades will be calculated using the following guidelines.

Participation	10%
Case Analyses	20%
Article Reviews and Intro Quiz	10%
Marketing Plan	20%
Mid-Term Examination	20%
Final Examination	20%

In the course the following grading system will be used.

Percentage	Grade
93 - 100	A
90 - 92.9	A-
87 - 89.9	B+
83 - 86.9	B
80 - 82.9	B-
70 - 79.9	C
0 - 69.9	F

Policy Statements

Academic Dishonesty (Cheating and Plagiarism)

• *Cheating and plagiarism are types of academic dishonesty, and thus violate the code-of-conduct for Webster University students. The Student Handbook describes the possible sanctions for academic dishonesty in the Policies and Procedures section. (The University Graduate Studies Catalog also briefly describes the possible sanctions for plagiarism).*

• *To avoid plagiarism problems and to conform to academic standards you must footnote anytime you refer to ideas that are not your own, i.e., ideas that are drawn from other sources. When quoting from a source, make certain that you use quotation marks and cite the page(s) in the source containing the quotation. I cannot emphasize enough the seriousness of being caught cheating or plagiarizing other's writing. To enable me to check for academic dishonesty, students must be prepared to produce copies of all of the sources used in the paper upon my request.*

This syllabus may be revised at the discretion of the instructor without the prior notification or consent of the student.