

Marketing MGMT 0231 Fall 2009

Text:

MKTG Lamb Hair McDaniel
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This outline contains of special interest to students enrolled in Marketing, MGMT0231. It explains the course and should answer questions that students have on their minds at the beginning of a semester.

Objectives:

When you have finished this course, you should be able to apply marketing ideas and strategies to a whole range of problems and issues. You will appreciate the contributions of marketing to quality of life, and you will be able to better judge the validity of criticisms about marketing.

Prerequisites:

See department Student Handbook

Reading Assignments:

I have put in each weekly assignment folder learning objectives. You should review the objectives before reading the chapters.

By reading the material the Quiz should not be difficult.

Grading:

Quiz Grades	40%
Marketing Assignments	25%
Marketing Discussions	25%
Cases	10%

Office Hours:

Using Elluminate I will have office hours online. Office hours will be announced within Vista 4 as an announcement.

Email:

The main method of communication will be email within WebCT. If you need to contact me about something other than this course please do at my college email address.

Assignments:

All assignments, discussions, and cases are posted within Vista 4. The first days



assignment is contained with Getting Started. All other assignments are contained by week in the Weekly Assignment Folder within Web CT.

Road Map to Course:

The course is organized by pages

All pages are organized from top to bottom, when you open a page you simply complete all the materials on that page working from top to bottom.

The Home Page for this course contains:

Road Map

This gives you a conceptual framework how the course material is organized.

Getting Started

Contains material to be completed the first week of the course.

While the material in that folder looks like a lot of work, most of it will go very quickly and should not be a burden in terms of time.

Assignments

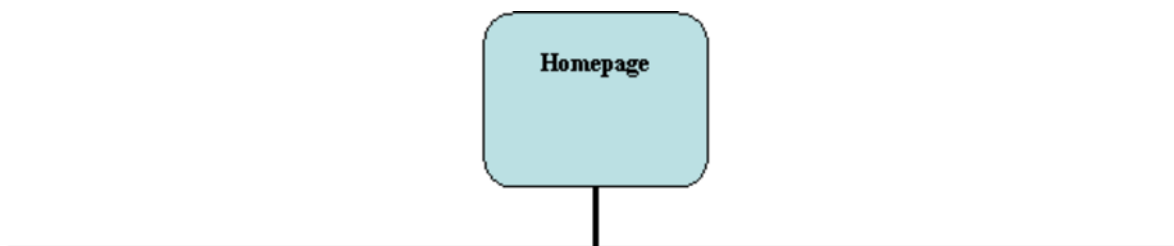
All folders in this area contain all assignments by week and date they are to be completed after the first week. Work from top to bottom of each page.

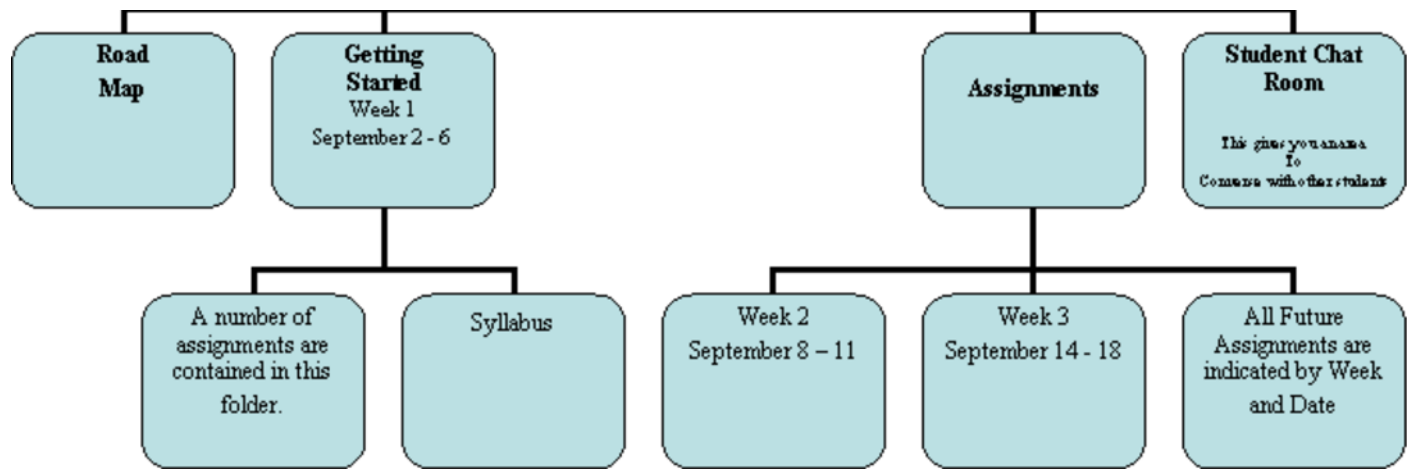
Student Chat Room

This gives you an area where you can confer with other students informally. You might ask another student to help clarify an assignment or simply just chat about school.

I do not visit this area, all though I could if I wanted to.

Below is an organization chart which gives you a visual guide to course organization.





This course contains a number of activities:

- Student Discussions (this requires students to comment on other students postings).
- Assignments, each student works individually
- Students read chapters
- Powerpoint lecture material that reinforce your reading
- Practice quiz
- Flash cards to help you learn terminology
- Quiz, every two chapters and students work independently. The quiz must be completed in the allocated time period, usually several days.
- Videos, either a discussion or quiz might be the next activity

Students are required to be active in the course at least twice per week.

Students that do not enter the course by September 8th will be withdrawn from the course!

This material should be interesting to you and the text is well written while educational. I am certain you will learn a lot and enjoy the course.