

**Westfield State University Syllabus Jan. 4, 2012**

**Spring 2012 – Marketing Management – MRKT 231-002 CRN31095**

**Instructor:** Jack O'Brien

**Office Hours:** Tuesdays in Wilson 417 A from 9:30 AM - 10:30 AM; Online/telephone on Mondays from 5 PM - 6PM

**Room:** Wilson 400

**E-Mail:** [jobrien@wsc.ma.edu](mailto:jobrien@wsc.ma.edu)

**Prerequisites:** None

**Class Meetings:** Tuesdays 8:15 AM - 9:30 AM; online assignments in lieu of Thursday classes

**Required Textbook:** Marketing 5, 2011/2012 Edition, by Lamb/Hair/McDaniel, Southwestern Publishing Company, ISBN-1111528098

**Course Description:**

This course will be a face- to- face on Tuesdays. Online assignments including video analysis, chapter posts, discussions, online analyses, and external assignments will be a vital part of the course. Assignments will be graded.

Course provides an introduction to the field of marketing. This course explores the principles, basic elements, and functions that drive marketing as it is actually practiced. This course can be applied to everyday life and business. Instructor will integrate course material, contemporary practices, and real business applications based on his experience in marketing and academic background. Online element of course will provide students with an opportunity for self pursuit of marketing interests, and to develop tools that will enhance traditional marketing and prepare one to efficiently and effectively function in the future of Marketing.

**Course Objectives:**

1. To understand the fundamental elements and practice of marketing
2. Comprehend the role marketing plays within business, society, and ethical behavior
3. Learn to utilize Marketing online to complement to face to face marketing. Be exemplary and stand out from traditional marketers. Provide new online skill set to your experience that will entice potential employer to need your skills.
4. Familiarization with the process of informing, persuading, and influencing customers
5. Application of marketing within the decision making process
6. Utilizing marketing in your life and/or career
7. Apply "The Marketing Concept" throughout the corporate and organizational processes

## Course Requirements:

1. Two tests that will combine objective questions, definitions, short essays, fill in the blanks, and/or case studies. Tests will come from textbook, PowerPoint slides, peer group input, online communications, chapter videos, and class lecture/discussions. Tests are each worth 40 points ( 20 points each) on final grade.

2. Essay on marketing topic that is of interest to you. TOPICS MUST BE PRE-APPROVED IN ADVANCE IN WRITING WITH INSTRUCTOR INITIALS. Essay should be minimum of three typewritten, double-spaced pages and demonstrate understanding of topic and recommendation for future or problemtunity resolution. Essay should also demonstrate professional marketing writing style that will inform, persuade, and influence the reader. Worth 15 points of final grade.

3. One group presentation on relevant marketing topic. Groups to consist of 4 or 5 students. Presentation should encompass approximately 10 minutes. TOPICS MUST BE PRE-APPROVED IN ADVANCE IN WRITING WITH INSTRUCTOR INITIALS BEFORE PRESENTATION. All members of individual groups will receive the same grade. Presentation is 15 points of final grade. Presentation should inform, persuade, and influence audience.

4. Participation – it is required that all students read and comprehend the assigned chapters and outside assignments due for the particular class BEFORE attending class. Additionally, students will be graded on face- to- face, video analysis, and online participation. Creative participation and effective usage of web tools during course will be give greater consideration for grading. Credit will not be given for mere summary of assignments and content. Students are required to provide INSIGHTFUL posts, comments, and analyses in order to receive credits. 25 points of final grade.

5. I expect every student to make a valuable contribution to the class. All students will be able to offer diverse perspectives. All students and their contributions are to be treated with tolerance, civility, & respect.

**Attendance** - Absence from more than 2 classes without prior authorized approval from instructor will result in deductions from your grade. Lateness to class after attendance has been taken will be considered an absence. Attendance will constitute 5 points of your final grade.

**Classroom Procedures** - Cell phone usage or text messaging will not be allowed in class or during tests. Students cannot leave class except for an emergency. Each student will be required to verbally participate in class.

## Course Grading:

- |                            |  |
|----------------------------|--|
| 1. Two tests               | 40 points (20 points for each test)                                      |
| 2. Marketing Essay         | 15 points  |
| 2. One group presentations | 15 points (all members of group receive same grade)                      |
| 3. Participation           | 20 points- A) 5 points for verbal class participation                    |
|                            | B) 5 points for post responses to Face-To-Face chapters assigned         |
|                            | C) 10 points for 1 page insightful analyses for Online chapters assigned |

**4. Video Analysis  
videos**

**5 points for insightful analysis from 5 different assigned chapter**

**4. Attendance**

**5 points**

**Total points**

**100 points**