



**Instructor: Tom Waskiewicz**

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Virtual office hours: M-F, 4-6 P.M.

### **Marketing Management-M,W**

**Marketing Management emphasizes the development and application of creative problem-solving techniques to a wide range of marketing problems. It explores proven methods of generating fresh ideas that can be applied to marketing problems. It covers intensive analysis of marketing decisions faced by organizational marketing management, including product policy, channel development, promotion and communication policy, pricing strategy, as well as competitive, social, legal, and ethical factors that affect marketing decisions. It also explores the analysis and building of coherent marketing programs designed to achieve marketing and organizational objectives.**

**Required Texts** Peter, J. Paul, Donnelly, Jr. James H., Marketing Management Knowledge and Skills, 10<sup>th</sup> edition, McGraw-Hill. ISBN: 978-0-07-353005-5.

Web pages and hardcopy handouts will be referenced throughout the term, contents of which you also will be responsible for.

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### **Assessment & Grading Scale**

#### Quizzes

Four (4) quizzes will be given during the term on the dates noted, covering material from the immediately previous and current class sessions. Format is objective, comprising multiple choice, true/false, matching, and short answer questions. Each quiz is worth 5% of your final course grade.

#### Mid-term and Final Exam

One mid-term and one final exam will be given during the term and is scheduled for midway and the last class. The exams are cumulative, and will be structured like the quizzes, with the addition of essay questions requiring thoughtful application of our studies to a real-world problem. Each exam is 25% of your final grade. If necessary, you must arrange to take a make-up before the mid-term and final class session.

#### Homework Assignments

Assignments are due one week from issue. Late assignments will be accepted with penalties.

#### Discussion/Participation

Through on-line discussions and written responses to questions, you are strongly encouraged to learn to think through your own and others' experiences and insights within the context of our discussions. In short, you are encouraged to demonstrate your internalization of our material for application in the real world. In this context, you are not being evaluated for reaching "right" conclusions, but for demonstrating your facility in forming arguments for any conclusions put, given the material we will cover in class.

To give direct incentive to so engage, 10% of your mark for the course will be comprised of my assessment of your "classroom" participation during the term. The point is not to create undue angst, but to determine your active engagement with the material in the context of the class.

#### Grading

Final	20%
Mid-term	20%
Quizzes	20%
Marketing Plan	20%
Homework/discussion	20%
Total	100%