

Marketing Management - *Online*

MRKT 231-550

Winter session, 2015



INSTRUCTOR:

Denise Hughes, M.B.A.

dhughes@westfield.ma.edu



COURSE OBJECTIVES:

- To introduce students to the concepts & theories that comprise marketing management
- To help students assess and solve practical marketing problems
- To develop students' understanding of the role of marketing in an organization
- To provide a foundation for advanced marketing and other business courses



GRADING

Your course grade will be computed as follows:

Weekly Quizzes: 30%

Homework Assignments: 40%

Discussion Forums: 30%

QUIZZES

There will be a quiz corresponding to each chapter being covered. Each quiz will consist of 20 multiple choice questions. You will have one hour to complete each quiz.

HOMEWORK ASSIGNMENTS

Homework assignments correlate with the chapters in the textbook. The assignments help to assess your knowledge of the key concepts learned in the chapter and also allow you to apply these concepts to business applications.

DISCUSSION FORUMS

During the course, questions will be posted for class discussion online. You are required to post an answer to the question(s) and **respond to at least one other student's posting**. Your grade for this part of the course is based on the quantity and quality of your participation in these discussion forums.

GRADING DISCUSSION FORUMS

Discussion Forums are graded based on the quality of your original posting to the question(s) as well as your participation in the overall discussion. The more that you demonstrate knowledge acquired from the chapter, the higher your grade will be. This is done by linking concepts learned in the chapter to your answer. In addition, adding relevant information from personal experiences or using examples acquired from other sources will also improve your grade. Lastly, similar to a classroom, the more you participate by responding to other students' postings, the higher your grade. Remember, both quality and quantity count when it comes to having an effective "discussion"! We all can learn from each other.



TEXTBOOK

The book required for this course is:

Marketing: An Introduction

11th Edition

Authors: Armstrong & Kotler

Publisher: Pearson/Prentice Hall

www.pearsonhighered.com

ISBN: 13:978-0-13-274403-4

COURSE STRUCTURE – tentative (subject to changes)

This Winter session course is divided into 3 weeks:

Week 1: December 26 - January 2

Week 2: January 3 - 9

Week 3: January 10 - 16

This course officially ends on January 23rd, however to give ample time to correct the last week's assignments, we'll finish up on January 16th and use the last week of the course to clean up any unfinished work.

We will cover 4 chapters each week. For each chapter, there will be a **quiz** as well as either a **personal homework assignment** or a **class discussion** pertaining to the material being covered in that chapter.

Each week, you'll see a new "announcement" that will inform you of the chapter assignments due that coming week. All quizzes and assignments will be due within one week on a Friday evening at midnight. Therefore, you have the entire week to complete all the quizzes and assignments for the four chapters being covered that week.

Given the nature of this condensed course, I will not accept any late assignments - no exceptions! Therefore, it's important to keep up with the work and to NOT wait until the last day to complete all your quizzes and assignments. "Failed technology" is not an excuse for missing any work so give yourself plenty of time.