
Professor Gary Merlo

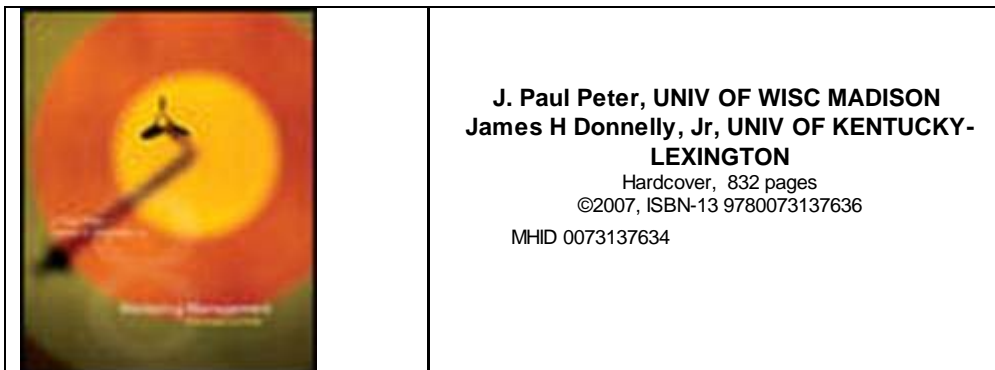
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MRKT 0231 Marketing Management



A developmental survey into the field of Marketing in business, which will study the roles of marketers in business and society as a whole. Concentration shall be placed on defining what is marketing, what does a marketing executive do, what are the various systems of marketing, and what economic factors affect marketing. In order to probe these questions, the course shall examine consumer behavior, purchase decision making, product pricing, policy and planning, channels of distribution in business, and marketing institutions and organizations. Further dimensions of advertising, marketing research, analysis, forecasting, and marketing information flows, controls and performance shall be explored.

Text:**Table of Contents****Section I Essentials of Marketing Management*****Part A Introduction*****Chapter One Strategic Planning and the Marketing Management Process**

Part B Marketing Information, Research, and Understanding the Target Market

Chapter Two Marketing Research: Process and Systems for Decision Making

Chapter Three Consumer Behavior

Chapter Four Business, Government, and Institutional Buying

Chapter Five Market Segmentation

Part C The Marketing Mix

Chapter Six Product Strategy

Chapter Seven New Product Planning and Development

Chapter Eight Integrated Marketing Communications: Advertising, Sales Promotion, Public Relations, and Direct Marketing

Chapter Nine Personal Selling, Relationship Building, and Sales Management

Chapter Ten Distribution Strategy

Chapter Eleven Pricing Strategy

Part D Marketing in Special Fields

Chapter Twelve The Marketing of Services

Chapter Thirteen Global Marketing

Course Organization:

Material is contained in folders.

Begin the course by selecting **Getting Started**

The course is then organized by week and then day of the week.

In the daily assignment folders you will find:

Assignments – Students' complete assignments by working individually and submitting, some assignments consist of further readings. All assignments are returned to me as an attached 2003 Word file!

Assessments – Think of an assessment as a quiz, most quizzes consists of two chapters of material, the chapters are clearly labeled, time is limited, sufficient time is allowed so that you

should not be pressured. However, if you do not read the chapters before taking the quiz you will not have the time to look up every question! A quiz typically consists of multiple choice questions between 20 – 30 questions in each quiz.

Discussions – Discussions are completed in a varied of ways. In the getting started folder is a paper detailing how discussions are graded.

The first student reads the assignment and makes a posting. Subsequent students respond to the first student by selecting the option RESPOND. Participation in discussion groups are important as well as what is said. Infrequent participation will result in a lower grade, students should learn from each other.

Working in Groups:

On occasion students will be divided into groups. When students are in groups and you enter into a discussion only other members of your group can see your posting. If you want to find out who is in your group select Email, Create Message, and Browse for Recipients.

Writing Standards:

Email, postings, discussions, and assignments are formal. Refrain from formats that might be very appropriate when responding to a friend but fail the test of a formal writing format. Rely on your English Composition and Business Technical Writing background for an appropriate format.

Use **Microsoft Word 2003 file format for attaching** files. You can also compose in Word and use copy/paste to insert text into the response area.

It is unlikely that one paragraph would ever be appropriate. A single paragraph that runs on is unacceptable and will be assigned the immediate grade of F.

I have used headings, indenting, and block format to assist your comprehension.

Dates for Assignments, Assessments, and Discussions:

Date Available: the first day you can complete a given activity

Available Until: you must submit by this time, late assignment will not be considered

I will make this course available to you early and students are able to start working as soon as they want. Students will not penalized unless the miss the **Available Until Date** which resides within the start finish time of the course.

Discussion groups will not be released until the appropriate point in the course. Discussion groups are interactive and as such everyone must have had the opportunity to be in the same place.

Class Meetings:

I will be available to students during the three week period in a virtual classroom. Student meeting is

optional for this semester and I will email students to let everyone know the date and time of my availability.

Email:

I will check email daily, please send me email only in WebCT Vista 4 regarding questions that are relative to this course.

Questions relative to my duties as a Department Chair should be sent to my campus email.

Students are required to check email daily.

First Day of Class: *Get a head start* **(You can prepare this in Word)**

It is important to get to know classmates as well as your instructor. Create a biography that introduces yourself to the class. Include a picture (just one of you and not one of you and your best friends) and answer the questions below:

Your year in college

Major

Home or where you are from (please not detailed address)

Why did you enroll in an online class?

Hobbies

Summer jobs

Work experience

Anything that you would like to share with us