



<b>Class</b>	<b>MBA 606.11 Marketing Management - Syllabus</b>
<b>Meeting time</b>	6:30 - 9:20 PM, Thursday (Mar 17 - May 5)
<b>Room</b>	105 Bryan Building
<b>Professor</b>	Harper Roehm
<b>Office</b>	376 Bryan Building
<b>Office Hours</b>	Tuesday & Thursday 11:00AM - 12:15 PM, Thursday 5:00PM - 6:00PM and by appointment.
<b>E-mail</b>	<p><a href="mailto:haroehm@uncg.edu">haroehm@uncg.edu</a> Note: if you do not get a response in two days please re-send your message.</p> <p><b>NOTE: GENIE AND BLACKBOARD EMAIL ACCOUNTS ARE USED FREQUENTLY TO COMMUNICATE WITH STUDENTS IN THIS CLASS. IT IS THE STUDENT'S RESPONSIBILITY TO ACTIVATE, MAINTAIN AND REVIEW THESE ACCOUNTS.</b></p>
<b>Web Site</b>	<p>Blackboard &amp; Web:</p> <p><a href="http://www.uncg.edu/bae/people/roehm/606/SPRING05_11/MBA606S05_11.HTM">http://www.uncg.edu/bae/people/roehm/606/SPRING05_11/MBA606S05_11.HTM</a></p>
<b>Phone</b>	<ul style="list-style-type: none"> <li>• Whenever you do not need to meet, or you can not meet, in person use e-mail when possible.</li> <li>• If you do use the phone, my Office Number is 336-334-4538.</li> <li>• If you leave a voicemail, include a phone number that has automated answering (e.g., answering machine or voice mail). Also, speak slowly and clearly. Make sure to identify yourself (including last name), your class and your phone number. Please repeat your phone number.</li> </ul>
<b>Fax</b>	336-334-4141
<b>BADM Assistants</b>	Lynn Southard, (336) 334-5694 and Pat Lipford, (336) 334-5691.
<b>Mailing Address</b>	<p>Attn: Harper Roehm or Lynn Southard or Pat Lipford          Business Administration          366 Bryan Building          Greensboro, NC 27408</p>
<b>Text</b>	<p>Kotler, Philip, <i>Marketing Management</i>, ed. 11, Upper Saddle River, NJ: Prentice-Hall, 2003 (ISBN: 0-13-033629-7)</p> <p><b>Role of textbook:</b>          When analyzing and solving problems, it often is necessary to use terminology, theories, models and frameworks that are commonly accepted in a particular field. Thus, in this course it will be necessary for you to understand the language and concepts inherent to marketing. The purpose of Kotler is to help you expand your marketing knowledge. In this course the book is used as a reference. Consequently, we may not talk about the certain information contained in the textbook readings unless you have specific questions about it. Although we will spend much our time in the classroom applying the text's concepts to problem-solving, I welcome any marketing questions you have. This includes any questions related to the readings.</p>

<b>Course Learning Objectives</b>	<p>In every MBA class, we have learning objectives. These indicate what you should be learning for the course. At the end of the semester, you will be asked to evaluate how well this class met the learning objectives, so keep this page. You may need it for the evaluations. In addition to the learning objectives listed below, you will find that there are specific learning objectives for each class.</p> <p>Learning objectives for the Course:</p> <ol style="list-style-type: none"> <li>1. Be able to segment and target consumers by analyzing marketing research.</li> <li>2. Be able to construct positioning statements based on information about consumers, competition and conditions.</li> <li>3. Make product decisions regarding design, branding line size, packaging, warranties, and</li> <li>4. Understand promotion concepts and make promotion decisions.</li> <li>5. Understand channels of distribution and make distribution decisions.</li> <li>6. Understand and use pricing concepts.</li> <li>7. Develop good marketing strategy based on consumer, company, competition, channel and market conditions.</li> </ol>
<b>Class Format</b>	<ul style="list-style-type: none"> <li>• Each class session will begin with turning-in assignment if something is due.</li> <li>• Next there is a discussion of <b>no more than three current events per class</b>. I select the events on a <b>first come basis</b>. You need to email me your article before the class and I will confirm. Introducing more than one current event during the course is an excellent way to manage your participation grade, particularly for those individuals that do not participate during other class discussions.</li> <li>• When introducing a current event adhere to the following: <ul style="list-style-type: none"> <li>- Keep your <b>initial presentation to 2 minutes</b>. This means you should focus on 1 point. After you present your current event, there will be time for questions and class discussion.</li> <li>- Make sure that the topic introduced relates to the topic of discussion for the particular class (e.g., marketing research). Use the course schedule and the reading assignments for a particular class to determine the topic.</li> <li>- Email as an attachment a copy of the current event article to the professor <u>before</u> the class.</li> <li>- A good source for current events is <a href="#">Jackson library</a> databases. Here is an <a href="#">example</a> of a current event. If you require assistance with using the online data bases <a href="#">click</a> here.</li> <li>- Note: Only about 10 minutes will be allotted for current event discussion.</li> </ul> </li> <li>• After current event discussion, the lecture and any in-class projects are completed.</li> <li>• The class wrap-up will include summary of the learning objectives addressed during the class and coverage of the next class assignments.</li> </ul>
<b>Course Requirements</b>	<p><b>Attendance:</b></p> <ul style="list-style-type: none"> <li>• If you miss a class, I do <b>NOT</b> want to be notified by email.</li> <li>• If you miss a class, it is your responsibility to manage the situation that includes getting your assignments turned-in before the missed class.</li> <li>• No assignments will be accepted late, unless specific assignment instructions state otherwise.</li> <li>• If you miss a class there will be an adverse impact on your participation grade.</li> </ul> <p><b>Class Participation:</b></p> <ul style="list-style-type: none"> <li>• There is a participation grade because of the integrative and participative nature of this course.</li> <li>• Class participation will be positively affected by introducing current event subjects on you by making <u>consistently relevant</u> (<b>combination of quality and quantity</b>) contributions to class discussions. This can include questions.</li> <li>• Attendance of, and behavior in, classes follows those standards of a professionally run course. Class behavior affects your participation grade. Absenteeism and/or lateness will have a negative impact on participation.</li> <li>• Preparation for class is expected.</li> <li>• There will be no active phones, phone calls taken, irrelevant reading material, and/or</li> </ul>

	<p>conversations. Additionally, laptops, PCs, PDA's etc. should be properly used.</p> <hr/> <p><b>Grading Policy</b> <b>Completed Assignments:</b></p> <p><b>Preparatory (Prep) Assignments:</b> These are assignments due at the beginning of class and are graded based on promptness, professionalism and completeness. There are no late assignments accepted. Typically these assignments will be used to introduce a topic of discussion, information will be used in-class assignments and/or to review information that is important, but not covered</p> <p><b>Note 1: You might want to bring two copies of the assignments, one to turn-in and another reference when we review the answers.</b></p> <p><b>Note 2: The marketing math prep assignment will be graded in more detail and be worth 1 grade break-down section below).</b></p> <p><b>In-class Assignments/Activities:</b> These will be completed during class and often times will be preparatory assignments. They are part of your class participation grade.</p> <p><b>Cases:</b> The midterm/positioning and final cases are the most complex and involved assignments. Consequently, these assignments are worth approximately 30-45 points each. These cases are on ability to analyze marketing situations, utilizing the information covered in lectures and reading ability to communicate your analysis persuasively and professionally. These cases are individual assignments.</p> <ul style="list-style-type: none"> <li>• All assignments, besides inclass, are due at the beginning of class.</li> <li>• Bring two copies of the prep Assignments, one to turn-in and the other to be used as a reference.</li> <li>• No assignments are accepted late.</li> <li>• If you miss a class you can only get credit for assignment by turning-in it before the class</li> <li>• Assignments are always graded for grammar, spelling, organization, completeness and professionalism.</li> <li>• All assignments are to be typed and stapled.</li> <li>• I suggest that you keep copies, preferably electronic versions.</li> <li>• <b>Note 3: Anything turned-in should have the following information:</b> <ul style="list-style-type: none"> <li>Name (first then last)</li> <li>Assignment name (e.g., Intro Class Assignment)</li> <li>Group ID (if necessary)</li> <li>MBA606.11 S05</li> <li>Professor Roehm</li> <li>Pledge "name(s)"**</li> </ul> </li> </ul> <ul style="list-style-type: none"> <li>• <b>*All work submitted should include the word "Pledged" followed by the student's signature or typed name in the case of electronic files. This is in accordance to the UNCG Student Honor Code.</b></li> </ul>
<p><b>Academic Honor Code</b></p>	<p><b>Honor Code:</b></p> <p>Students are expected to know and abide by the Honor Code in all matters pertaining to this course. Violations of the Code will be pursued in accordance with the Code. <b>All written work submitted should include the word "Pledged" followed by the student's signature</b> indicating that the work has been prepared in accordance with the Honor Code and in accordance with any other specific instructions relevant to that assignment.</p> <p>This pledge will also indicate that the student has not used information (oral or written), material (including cases and/or marketing simulations), or briefs prepared by or given by current or former students in my classes or students in other classes. Please do not get into trouble by violating the</p>

	Code. If you find yourself behind or in a difficult situation, please come see me. When in doubt is or is not a violation please see me.		
<b>Grade Break-down</b>	<a href="#">CALCULATE GRADE</a>		
	Prep Assignments	7.5	
	Marketing Math	2.5	
	Positioning Case	30	
	Final case	45	
	Participation	15	
	TOTAL	100	
<b>Grade Scale</b>	A 92 to 100	B- 80 to 81.99	
	A- 90 to 91.99	C+ 78 to 79.99	
	B+ 88 to 89.99	C 72 to 77.99	
	B 82 to 87.99	C- 70 to 71.99	

## MBA 606 Marketing Management - Schedule

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