



**Syllabus for MBA 626.61
Fall Semester 2007**

**12:30-3:15 PM Mondays
206 Bryan**

PROFESSOR: Dr. Lew G. Brown

OFFICE: 353 Bryan, 334-4539 (has voice mail)

OFFICE HOURS: Anytime I am in my office you may call or stop by to ask questions, etc. I ask that you make appointments for longer discussions. Office Hours are 11-12 P.M. Tuesdays and Thursdays. During the second module, I will also be in my office Monday mornings. I try to be in my office during office hours; but because of committee meetings and other university business, I can't always be there. You may leave messages on my door or in my mailbox in the Department Office, Room 366. My e-mail address is LGBrown@uncg.edu. My home phone number is 919-942-7574, and you can call me at home, if you have trouble reaching me elsewhere or if you have an emergency. My Web site is www.uncg.edu/~lgbrown.

Learning Objectives: After completing this course, you should be able to:

1. Analyze a firm's internal and external environments from a marketing perspective.
2. Identify marketing opportunities and threats based on that analysis.
3. Apply market segmentation concepts.
4. Evaluate market segments in order to select appropriate target markets.
5. Develop positioning statements for selected target markets.
6. Develop a marketing mix that delivers the desired positioning.
7. Put all of this together to develop a complete marketing plan.

You will be working with a group of students to develop and present a marketing plan for a local business or organization. Because of this, you should improve your writing, speaking, and interpersonal skills.

Course Philosophy and Design: I believe that students learn more when they can discover and apply concepts and theories in real-world situations. For that reason, there will be no lecturing. After the first two classes, you will work with a group to develop a marketing plan. I will introduce you to the company during the first class. There will be no traditional classes after the second class. You will be using the normal class times to meet in your groups and work on your marketing plan. At the end of the semester, your group will present a written marketing plan and make an oral presentation to the company.

Instructor's Role: No one can teach you anything! My role is to create a learning environment. I am here to guide the learning process. I would like you to think of me as a coach. I ask that you be "coach-able."

I will be in class during the normal class times and will be available both then and outside class to serve as an advisor for your group.

Student's Role: You should be committed to learning. Webster's defines "to learn" as, "to come to be able to." To learn, then, one must both acquire and apply knowledge in order to be "able."

You will be a member of a team that will develop, write, and present a marketing plan. Your team members and I will expect you to make a strong contribution to your team's plan. It will be up to your team to allocate work among the team members and to hold each team member accountable for his/her commitments. Each team member will complete a peer evaluation for each of the other team members. This evaluation will be a key component of your course grade.

As graduate students in a professional school, I expect you to conduct yourself professionally in your work for this course, both in and outside class.

I also expect you to abide by the University's honor code in all work you do for this course. You will be receiving confidential information about the company with which you will be working. You should not share that information with anyone outside this class without my permission.

Inclement Weather Policy: If we experience bad weather, I will leave a message on my office phone and try to put a notice on my BlackBoard site as to whether or not we are holding class. Use your good judgment. If you do not feel you can safely make it to class, do not come. Your safety is more important than a particular class.

Grading Policy: I hope that you are here to learn, but I know you are concerned about grades. I will determine your grade as follows:

1. Your team's written marketing plan – 60%
2. Your team's oral presentation – 20%
3. Your peer evaluation – 20% (**See page 4 of the syllabus**)

Grading Scale: I grade on a 1-10 scale:

- | | |
|-----------|---|
| 9-10 = A | Excellent – Exceeds expectations for an MBA student |
| 8-8.9 = B | Above Average – Meets expectations for an MBA student |
| 7-7.9 = C | Average – Below expectations for an MBA student |
| <7 = F | Failing |

Please understand that I do not give As unless the work is excellent. By definition, this means the work must be far above average. I will also give Cs and Fs if you earn them.

E-mail: I will communicate frequently with you via e-mail. I use BlackBoard to do this, and that system uses your UNCG e-mail address.

******It is important that you check your UNCG e-mail every day.******

Text: The text for this course is:

David A. Aaker, *Strategic Market Management*, 8th edition. ISBN 978-0-470-05623-3 or the 10-digit version 0-470-05623-1.

Reading Assignment:

You should read the the text as soon as possible:

Chapters 1-3 and 6 should be generally familiar to you from other strategy courses.

Read chapters 4, 5, 7-12 carefully. Skim chapters 13-15.

Note: The reference librarian has established a Web page for my classes that offers access to numerous databases that you can use to help in your research.

The Web address is:

<http://library.uncg.edu/depts/ref/biz/mkt429.asp>

The reference librarian is Steve Cramer. He is very helpful. His e-mail address is: smcramer@uncg.edu

Meeting Schedule:

Monday, October 22 – Class Introduction and Overview. Project overview.

Monday, October 29 – TBA.

Mondays Nov 5, 12, 19, 26. Lew is available in 206 or his office during class time.

Wednesday, November 28, 5 PM. Written reports due. You will submit a paper copy to Lew as well as an electronic copy.

Monday, December 3. Each team will make a 20-minute maximum presentation of its report.

MBA 626-61 PEER EVALUATION Form – Fall 2007

The purpose of this analysis is to give credit to those students who went the "extra mile" or who did their fair share of the work in developing the marketing plan. Conversely, if any team member did not do his/her fair share (for whatever reason) then that student should not get full credit for the group's work. Be assured that I will hold all data on this form in confidence.

PERFORMANCE EVALUATION IS AN IMPORTANT PART OF EVERY MANAGER'S JOB; I EXPECT YOU TO PROVIDE A FAIR, HONEST, AND ACCURATE EVALUATION.

Your name on the first line:	Attendance/ Cooperation (5,4,3,2,1) (Do not grade yourself But do rank yourself)	Academic Contribution (5,4,3,2,1)	Comparative Ranking (5,4,3,2,1)	Total Points
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Add the points from the three columns and place in TOTAL POINTS column.

KEY TO NUMERICAL RANKING

ATTENDANCE & COOPERATION:

- 5 = Was a team leader both in and outside class; cooperation superior
- 4 = Attended meetings regularly; good cooperation; a team player
- 3 = Attended meetings fairly regularly; did what was asked but no more
- 2 = Missed some meetings and did the minimum amount of work
- 1 = Poor attendance at meetings &/or poor cooperation/work load

ACADEMIC CONTRIBUTION:

- 5 = A team leader in ideas; enthusiastic; a lot of good ideas
- 4 = Contributed greatly to the team; did more than his/her fair share
- 3 = Had good ideas from time to time; an average performance
- 2 = Probably was either too quiet or slightly disinterested to be an effective academic contributor to the team
- 1 = Contributed little to the team

OVERALL COMPARATIVE RANKING:

- 5 = THE TEAM LEADER (or A team leader, if more than one)
- 4 = A team player, second to the leader(s) only slightly; Excellent work
- 3 = An average member of the team; good work
- 2 = Slightly below average member of the team
- 1 = Contributed the least to the team