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MKTG 560.01: Marketing Component

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Recommended Citation

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MKTG 560- Marketing Component
Dr. Nader H. Shooshtari
Course Syllabus- Fall Semester, 2003

Required Texts: *Marketing: Real People, Real Choices* (2003), M. Solomon and E. Stuart, Prentice Hall, 3rd edition.

Course Content: This course will provide an introduction to and application of marketing tools, including:

- SWOT (strengths, weaknesses, opportunities, and threats) analysis
- Marketing objectives and budgeting
- Collecting and understanding information (marketing research) about markets, consumers, and business customers
- Segmentation analysis, target selection, and positioning
- The "4 p's" of marketing: product, price, "place," and promotion.

Course Objectives: The overall objectives of the course are to:

- Familiarize students with a basic working knowledge of marketing in today's organizations;
- Provide hands-on practice on marketing problem solving, applying standard marketing tools;
- Develop and enhance students' ability to critically evaluate marketing problems from a variety of perspectives, including managerial/ strategic, as well as ethical/social.

Course Structure: This Internet class is largely self-directed, with two chat sessions (one synchronous and one asynchronous) to provide an opportunity for group discussion, interaction, and feedback. Students are encouraged to communicate with the Professor via email early and often as needed to address any questions or issues related to the class and its assignments.

Course Requirements:

Exams (200 pts. each)	400
End-of- chapter assignments	400
Asynchronous chat session	150
<u>Synchronous session</u>	<u>50</u>
Total Points	1000

Exams: Two exams will be given, consisting of objective, multiple-choice questions. Exams will be sent to students electronically via email on the exam dates and times indicated in the syllabus. Students will have a total of two hours to complete each exam and send their responses electronically to the professor.

* * No late exams or make-ups will be given. * *

Selected end-of-chapter assignments: Students will submit their written comments to chapter assignments electronically by assigned due dates indicated in the syllabus. These assignments include questions at the end of each chapter from Marketing Concepts: Discussing Choices and Issues, and Marketing Practice: Applying What You've Learned.

The purpose of these assignments is two-fold:

1. It gives you practice in applying the concepts that we are learning in class.
2. It hones your critical thinking skills. You are asked to evaluate chapter readings and respond to selected questions base on concepts learned in class. Your critique should be thoughtful, meaningful, and constructive.

Asynchronous chat session: This chat session is intended to provide an opportunity for students to establish dialogue with one another, discuss application of course content to their own company, business or experience, and provide feedback about specific discussion questions posted on the Blackboard. The chat session runs for a total of one week (Friday to Friday) and it is expected that students will participate several times in the discussion during the one-week period and provide thoughtful and productive comments. The asynchronous chat session is scheduled for the following one-week period: November 28 - December 5.

Synchronous chat session: There will be one synchronous chat session the purpose of which is to allow for interaction and feedback about the course and its various components and to help refine the course for future offerings. The synchronous chat session will be held on Monday, December 8 from 6:00- 7:30 p.m.

Grading: Grades are assigned as follows:

<u>Percentage of total points</u>	<u>Grade</u>
90-100%	A
80-89%	B
70-79%	C
60-69%	D
Below 60%	F

Course Outline:

WEEK OF:	TOPIC	ASSIGNMENT	CH.
Oct. 27	Introduction: Welcome to the World of Marketing	End-of-chapter questions-- Marketing Concepts #4, page 25 Marketing Practice #4, page 26	1
	Strategic Planning: Making Choices in a Wired World	End-of-chapter questions--Marketing Concepts: #5, 6, page 55	2
Nov. 3	Decision Making in the New Era of Marketing	End-of-chapter questions--Marketing Concepts #1, page 86 Marketing Practice: #3, page 86	3
	Why People Buy: Consumer Behavior	End-of-chapter questions --Marketing Concepts: #5, page 185 Marketing Practice:#4, page 185	6
Nov. 10	Sharpening the Focus: Target Marketing Strategies	End-of -chapter questions for chapters 1, 2, 3 are due by Monday, November 10 at 10:00 p.m. End-of-chapter questions: -- Marketing Concepts: #1, page 244 Marketing Practice: #1, page 245	8
Nov. 17	Creating and Managing the Product, Services Marketing	End-of - chapter questions for chapters 6, 8 are due by Monday, November 17 at 10:00 p.m. End-of-chapter questions: -- Marketing concepts: # 2, page 275 Marketing Practice: #1, page 275 Read only pages 287-300 from Ch. 10 Read only pages 317-324 from Ch. 11 End-of-chapter questions: -- Marketing Practice: # 2, page 337	9, 10, 11
	Exam I	Exam I, chapters 1, 2, 3, 6, 8 – Wednesday, Nov. 19, 6:00-8:00 p.m.	
Nov. 24	Pricing the Product / Methods	Read only pages 343-346, 350-361 from Ch. 12 End-of-chapter questions: -- Marketing concepts: # 3, page 366 End-of-chapter questions: -- Marketing Practice: # 2, 4, page 367 End-of - chapter questions for chapters 9, 10, 11, and 12 are due by Wednesday, Nov. 26 at 10:00 p.m.	12 13
		Read only pages 373-380, 391-393 from Ch. 13 I will have sample pricing problems for students to work on. It will be excellent practice for the exam.	
	Asynchronous chat session	Asynchronous chat session : Friday, November 28 to Friday, December 5	

Dec. 1	Conversing with the Customer: Promotion	Read only pages 405-417, 421-426 from Ch. 14 End-of-chapter questions: Marketing Practice: #2, page 428	14
	You select either Ch. 15 (Advertising) or Ch. 16 (Sales Promotion, Public Relations and Personal Selling) to read, and to do the related assignments	For Ch. 15: End-of-chapter questions: Marketing Concepts: #1, page 459 For Ch. 16: End-of-chapter questions: Marketing Concepts: #1, page 490 End-of-chapter questions: Marketing Practice: #1, page 490	15 or 16
Dec. 8	Offline Retailing and B2C E-Commerce	Read only pages 528-544 from chapter 18 End-of-chapter questions: Marketing Concepts: #1, 2, page 554	18
	Synchronous chat session	Synchronous chat session: Monday, December 8 from 6:00- 7:30 p.m.	
Dec. 15		End-of –chapter questions for chapters 14, 15 or 16, and 18 are due by Wednesday, Dec. 10 at 10:00p.m.	
	Exam II	Exam II, chapters 9-16 and 18. Students will also have a set of questions for either Ch. 15 or 16, depending upon which chapter s/he chose to read. Monday, December 15, 6:00-8:00 p.m.	