Syllabus – Marketing 665 – Spring 2024 - Dr. Lisa Lipkins

**BUS 665 - 010** **Marketing – MBA**

**Instructor’s Information :**

**Dr. Lisa Lipkins, DBA**

Office Phone: N/A - Adjunct

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Office Hours:  No Office Hours – Please communicate via Canvas email/response time 24-36 hours.

**Course Description:**

This course is centered on creating, planning, and implementing strategies that will help achieve wider business objectives. These business objectives can involve increasing brand awareness, boosting profits, or entering previously untapped markets. When we begin to consider the field of marketing management, it’s important to look to marketing experts Philip Kotler, Kevin Lane Keller, and Alexander Chernev who, in their book “Marketing Management," offer a standard marketing management definition as “the development, design, and implementation of marketing programs, processes and activities that recognize the breadth and interdependencies of the business environment.” In essence, the right marketing management processes should elevate a brand, establish a strategic marketing vision for an organization, and coordinate resources to get it all done.

**Course Objectives**
**CLO1:** Define and describe *marketing* and its core concepts.

**CLO2:** Demonstrate an understanding of the marketing process relative to strategic planning, company mission, and company goals.

**CLO3:** Discuss marketing opportunities through an understanding of the marketing environment, market information, consumer behavior, and business markets.

**CLO4:** Discuss how marketing strategy is determined by prioritizing the elements of the marketing mix when choosing and defining products targeting markets and segments, assigning prices, determining distribution channels, and implementing a promotional plan.

**CLO5:** Illustrate how marketing extends to the culture and society at large by examining contemporary issues as they relate to marketing principles and ethics.

**Reinhardt Credit Hour Statement: 3 Credit Hour Class**

Over 7 weeks, students will spend a variable number of minutes per week in online lectures, class discussions, and in preparation of class projects and research papers. Out-of-class work includes homework and preparation for exams and quizzes and is a variable number of minutes per week (6750 minutes for the semester).

**Required Text:**

Kotler, P., Keller, K.L., Chernev, A. *Marketing Management* (16th ed.). Pearson Publishing **ISBN: 978-0-13-588715-8** (hard copy, eBook, or rental; no access coded needed)

**Canvas:**

You must have regular access to a computer and an Internet connection to participate in this course. All coursework is conducted online, and no in-person meetings will be held. Canvas is the learning management system at Reinhardt.  If you need more information about how Canvas works you can review the training manual on-line.  The link is just below the link to Canvas.

**Here are directions for logging into the Canvas:**

Open a browser and go to:  [https://reinhardtuniversity.instructure.com/login/ldap](file:////login/ldap)

**Class Participation and Performance:**

**Reading Policy:**

Reading and understanding of subject matter are major components for this course.  Make sure to read all chapters, complete the assignment, adhere to all due dates, and click submit. Neglecting to read chapters will result in failing assignment grades and hurt your overall grade.

**Assignments:**

**Threaded Discussions:**

In a traditional classroom, each student would be expected to attend class regularly and interact with the professor and with the other students. The online classroom is no different. The discussion forum allows you to reflect on each week’s material individually, but more importantly, it also allows you to discuss the material with one another and learn as a community. Each week’s discussion forum will have a topic which will either require you to respond to a reading or critically engage with an issue.

**Guidelines for Threaded Discussion Forum:**

* Your initial response to the topic will be posted no later than Wednesday at 11:55 PM.
* You will provide two (2) thorough responses to classmates’ posts by Sunday at 11:55 PM.

All responses should be thorough and expound on the concepts of the topic.  Do your research and included references in APA format.  Remember, this is a learning environment so ensure that you are adding knowledge and value to the topic.

**Written Assignments:**

Each weekly written assignment will be a model of application of the concepts.  Your essay should be neat, well-written, and clear.  Use headings to separate the sections.  Each essay should thoroughly summarize and topic matter and written in APA format.  Always include research in your submission. You have access to Reinhardt’s library and Galileo, which has thousands of peer-reviewed research sources.

**Course Project:**

A course project will be assigned, which will require you to apply the knowledge you’ve gained throughout the course. The project will be related to the concepts covered in the class and will be based on real-work experience in your organization.

There may be assignments listed as Project Phase throughout the course. These assignments will be maturational steps for the final course project.

Each assignment will be submitted separately, based on the required topic.  At the end of the course, you will combine all the sections and submit for your final project.

**Netiquette:**

You are expected to discuss and collaborate on the topic.  Any abuse of the format, including degrading, bullying, sexual harassment, and/or any inappropriate comments will not be tolerated.  Disagreeing with another student is acceptable.  However, support your argument and do it in a civil manner.

Netiquette is a set of rules for how to communicate effectively and politely online.

Effective written communications are an important part of online learning. In an online environment, misunderstandings can easily occur when basic rules of Netiquette (online etiquette) are not followed, such as using texting abbreviations or USING ALL CAPITAL LETTERS IN WRITTEN COMMUNICATIONS. Therefore, please use the following guidelines when communicating in this course:

* Using ALL capital letters in online communication indicates you are yelling. Limited use of capitalized words is acceptable when emphasis is needed. Underscoring and italics can also be used for emphasis.
* Use a descriptive subject line in emails and forum postings.
* Include your name in all emails; we can’t always tell who you are based on your email address.
* No derogatory comments, ranting or vulgar language is acceptable in any form of communication in the course. Respect for others and their views is expected.

Please keep in mind that something considered offensive may be unintentional. If you are concerned about something that appears to be unacceptable, please inform the instructor via email.

**Late Submissions:**

**Threaded Discussions:**

The due date and time for all initial responses is listed above.  Ten percent (10%) will be deducted for each day the initial response is late, up to 40%.  No credit will be given for any initial post that is two days past due. No credit for any secondary posts will be provided that is not completed by Sunday.

**\*IMPORTANT: Please complete this activity first to verify your engagement in this course.**

The Engagement Verification Activity (EVA) is a process for verifying student engagement in online courses. This required activity MUST be completed no later than **Friday, January 12th.** If a student does not complete the EVA within the initial drop period, the instructor will report the student as "ABSENT" through the attendance process and the student may be administratively withdrawn from this course.

**\*To complete the EVA, you must first review the syllabus for this course. Then by response in this forum, list one key concept that you are most interested in learning.**

**Written Assignments:**

No late assignment will be accepted without prior approval. Special circumstances will arise and will be considered on a case-by-case basis.

**Class Schedule:**

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| **Week**  | **Topic** | **Assignments** |
| **1** | Chapter 1 Defining MarketingChapter 2 Marketing Planning | Reading Discussion Forum #1Written Assignment #1 |
|   |
| **2** | Chapter 3 Analyzing ConsumersChapter 4 Analyzing BusinessesChapter 5 Conducting Research | Reading Discussion #2Written Assignment #2**Project (Phase I)** |
|   |
| **3** | Chapter 6 Identify Market SegmentsChapter 7 Crafting CVP | Reading Written Assignment #3**Project (Phase II)** |
|   |
| **4** | Chapter 8 Designing ProductsChapter 10 Building BrandsChapter 11 Pricing and Sales | Reading Discuss Forum #3**Project (Phase III)**  |
|   |
| **5** | Chapter 12 Marketing Comm.Chapter 13 Integrate Marketing | ReadingDiscussion Forum #4**Project (Phase IV)** |
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| **6** | Chapter 15 Distribution Channels | Reading Written Assignment #4 |
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| **7** | Chapter 17 Growth in a Competitive MarketChapter 18 Developing NewMarket Offerings | Reading No Written Assignment**Final Project Due (Final V)** |
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 **Instructional Methods:**

* 1. Threaded discussions in Canvas
	2. Required textbook reading
	3. Use of Canvas for collecting assignments and distributing class materials.

 **Grading and Evaluation Criteria:**

1. This class assumes the student is working in a business environment.
2. Considerable attention (and grading premium) will be given to following directions (both written and in class when F2F).
3. All assignments will be graded based upon the appropriateness of its presentation as well as on its content.
4. **Grades:**  If you would like to discuss your grades, you may schedule a meeting outside of class.  I don’t discuss your grades in class because there isn’t time and there are privacy policies that protect your rights (so others aren’t aware of your grades).
5. **Grading:**  If you feel that you have received an “unfair” grade for an assignment you can opt to have the College Dean or any other faculty member he/she might assign to the project to grade the assignment and you will receive the grade that they feel is earned for the assignment.  However, if this grade is lower than the previously assigned grade by the instructor you will receive the final grade offered by the College Dean, so make sure you feel you have grounds for appeal.  Please speak directly with the instructor in an “out of class” meeting concerning your grades.
6. **Academic Honesty:**  Please see the section of the general catalog which describes the college policy on academic honesty. The policy provides descriptions of what violates the policy and of what penalties may be imposed for violations.  Failing grades will be assigned for any work which does not meet the standards of academic honesty.  **Any violation of academic honesty can result in a failing grade in a course.** It is very easy to copy/share your files.  However, if you don't complete the work you won't learn from it & your exam grade will reflect this failure on your part.  If I detect or observe sharing of work, you will receive an F.
7. **Attendance:**  Each student will be responsible for a variety of assignments that will include oral presentations.  If you fail to attend those class periods, you will receive an F for those projects.

**Grade Scale**

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| --- |
| Threaded Discussion Topics (5 @ 5 Pts) 25 PtsWritten Assignments (4 @ 5 Pts) 20PtsProject Phase Assignments (4 Phase1-4) 40 Pts Final Course Project (1 @ 20 Pts) 15 Pts **Total Points 100 Pts** |
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| **Grading Scale** |
| **Percentage of Points Earned**           | **Corresponding Letter Grade** |
| 90 to 100% | A |
| 80 to 89%        | B |
| 70 to 79%        | C |
| 0 to 69% | F |

**Attendance**

You are required to participate weekly in the discussions.  Attendance will be measured based on your online activity throughout the course.

**Additional Support for the Course:**

**ASO Students**:  Please notify me on the first day of class (after class—this is something we don’t’ need to discuss w/the entire class) that you are an ASO student and if you need a note taker or need additional time testing, so we can prepare for the assistance in advance.  If you fail to notify me in advance, I cannot help you with alternate testing schedule, etc. (meaning, when I pass out the test—don’t ask for help then!)  Students with disabilities needing accommodations must contact Academic Support Office prior to contacting me during office hours.

**Office 365**: Through your technology fee at Reinhardt, you receive Office 365, which gives you access to Office 2013 for up to 5 devices.  You can also download Office 2013 on a computer for just the time you are working on that machine (Office on Demand).  Therefore, there are never any excuses for you to not do your assigned homework outside of class.  Office 365 will be available to you, as long as you are a Reinhardt student this throughout the program.  Through Office 365, you can view your Reinhardt email, save documents to OneDrive (cloud-based server), so you can access your files anywhere, & manage your calendar.  Remember, the online course is subject to WIFI connectivity. Remember, the number one rule of management is to manage you first.  Therefore, create contingencies for outages, work schedules, unplanned emergencies.  **Expect the best but prepare for the worst.**