**Business 451: Marketing Management**  
**Spring 2024 (January 8 – May 2)   
M/W at 1:30pm**

**Instructor**: Jessica Akers, M.B.A, C.P.A.E.

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\*\*Please be advised the quickest way to contact me on a consistent basis is by email.

**COURSE DESCRIPTION**

Emphasis in this course is on management of marketing function. Marketing managers today must adapt to new environments, be change managers, and skillfully devise and implement strategy. Students in this course integrate learning in the entire marketing spectrum, including: market research information, demand management, market segmentation, product positioning, branding, and marketing strategy. Prerequisites: BUS 150 and BUS 302.  
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**COURSE STUDENT LEARNING OUTCOMES**

1. When presented with a case study or marketing challenge, students will apply core elements of marketing strategy and execution. **(MSOB1, MSOB2, MSOB4)**
2. Demonstrate business skills in developing a marketing launch plan for a new product and elements of an effective strategic marketing management plan **(MSOB 4)**
3. Apply data and analytical concepts to demonstrate data driven decision making and critical thinking skills (**MSOB 1, MSOB 3, MSOB 4)**
4. Demonstrate teamwork, collaborative behaviors, and effective communication skills through group projects and team presentations **(MSOB2)**
5. Upon completion of the Marketing Management simulation, students will reflect and evaluate potential career paths in marketing **(MSOB1, MSOB2)**

**MCCAMISH SCHOOL OF BUSINESS LEARNING OUTCOMES**

*MSOB1. Critical thinking, analytical, and problem-solving skills*. Analyze business situations using information and logic to make recommendations for problem-solving.

*MSOB2: Interpersonal, teamwork, leadership, and communication skills.*  Use team building and collaborative behaviors in the accomplishment of group tasks and communicate effectively program alternatives.

*MSOB3: Ethical issues and responsibilities.* Recognize and analyze ethical dilemmas and propose resolutions for practical business situations.

*MSOB4: Business skills and knowledge.* Apply best practices, establish theories and managerial skills to business situations and problems.

*MSOB5:* *Awareness of global and multicultural issues.* Demonstrate awareness of and ability to analyze global and multicultural issues as they relate to business.

### A book cover of a book Description automatically generated**TEXTBOOK (Just need the book, no online code or Connect) Marketing Management**

Author: G. Marshall, M. Johnson

ISBN13: 9781260598230

EDITION: 4th

FORMAT: PAPERBACK

PUBLISHER: McGraw-Hill Rental Program

Amazon Paperback ($63.75)   
McGraw-Hill Rental ($48.14)  
(Go to: <https://www.mheducation.com.sg/marketing-management-ise-9781260598230-asia-group>, scroll to the bottom on the left and rent there).

**Suggestion about text: SHARE WITH A FRIEND IN CLASS & SPLIT THE COST!! All your quizzes/tests are in Canvas, so you don’t need Connect, just the book. If you can, save yourself extra money and share the book or get the online version and share online.**

**Canvas:**

Canvas is the learning management system at Reinhardt.  If you need more information about how Canvas works you can reach out to CITEL or myself to assist.

All assignments and exams will be administered in Canvas.  Students will be tested over basic terminology from the readings and lecture materials.  Exams will be multiple choice and T/F.   The goal of the exams is to ensure you leave the class with a basic level of management terminology that you can apply in a business setting.   
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**Class Participation and Performance**

1. Reading Policy: Make sure to read all chapters, complete the reviews, and click submit.
2. Canvas: For this online course, you are required to participate in online discussions about management and management styles. Those failing to participate not only impact their grade but make it more difficult for others to participate. Please make sure to post early and post often.

**Missing an assignment:** You must take exams and quizzes at the assigned times.  Missing a test is permitted only under dire circumstances.  The examination schedule will be followed.  Please arrange your life so that you can complete your exams and other assignments according to the course schedule.  **If you miss a graded assignment or test**, you will be required to present a doctor’s excuse the **day you return back to class** in order to make up the missed work.  A note from the campus nurse is also acceptable.  You will be required to make up the work on the date the instructor specifies, which will be outside of the regularly scheduled class time.  If a homework assignment is due and you miss class, please make sure to submit the assignment prior to missing class.  **Late Work:** Late work and missing exams is not accepted.  Please note your calendar with the due dates for graded exercises.

If you have a medical excuse for your absence, please provide it to me the day you return to class (physician’s office or school nurse).  I will provide you with a new due date for the assignment.  I am a reasonable person, so if you are ill please take care of yourself. However, I do want to be fair to the rest of the class and I can’t allow students to turn in the work after everyone else has worked to meet the prescribed deadlines if they aren’t sick or have an emergency situation.

If you have to travel for work, just let me know in advance and we’ll determine the best course of action prior to your leaving town.

**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 academic year.  There is a bookmark in EagleWeb to the Office 365 login [https://login.microsoftonline.com/login.srf?bk=1408367739 (Links to an external site.)](https://login.microsoftonline.com/login.srf?bk=1408367739) .  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.

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Description automatically generatedInstructional Methods**

1. Class lectures highlighting course material as well as class discussions via Canvas discussion boards.
2. Projects as assigned during class.
3. Required textbook reading. You will need this for reviewing and testing your understanding of concepts from class lecture and your reading of the textbook.
4. Go to this QR code to complete extra credit 1.2 (worth 10 more points) and then email me a sentence or two about the video.
5. Use of Canvas for collecting assignments and distributing class materials.
6. Use of Canvas testing, quizzes, discussions, and more.
7. Assignments are due at Midnight on Sundays unless noted for the final week.

**COVID Statement:**

Please ensure you know what Reinhardt’s current COVID policy is.

All students, faculty, staff and administration at Reinhardt University are subject to changes in policies if mandated by the State of Georgia. Current policies and procedures can be found at:  <https://www.reinhardt.edu/back-to-campus>. If you have any questions, please refer to the website or contact Reinhardt University at the numbers below.

Campus Nurse within the Student Health Center nurse@reinhardt.edu, 770-720-5542 or [www.reinhardt.edu/nurse](http://www.reinhardt.edu/nurse). Public Safety Non-Emergency Phone: 770.720.5789 Emergency Phone: 770.720.5911 [publicsafety@reinhardt.edu](mailto:publicsafety@reinhardt.edu)

Dean of Students deanofstudents@reinhardt.edu, 770-720-5540 / Office of the VPAA 770-720-9102

**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).
3. All assignments will be graded based upon the appropriateness of its presentation as well as on its content.
4. Corrections or appeals should be made within **2 days** of receiving your final grade.
5. **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).
6. **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.
7. **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.
8. **Attendance:**  Each student will be responsible for a variety of assignments that may include oral presentations.  If you fail to participate in those class periods, you will receive an F for those projects.

**Assignments:**

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| --- | --- |
| **Assignment Types** | |
| Chapter Review Quizzes (10 points per chapter) | 140 points |
| In-Class Case Studies (20 points each) | 160 points |
| Individual Presentation Project | 50 points |
| Group Presentation Project | 100 points |
| Midterm | 50 points |
| Final Exam | 50 points |
| Class Attendance | 50 points |
| **Total** | 600 points |

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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 |
| 60 to 69% | D |
| 0 to 59% | F |

**In-Class Case Studies:**

We will have 8 case studies throughout the course that we will work on in-class, as teams or as individuals, then come together to share our findings. Active participation is required to earn full credit (20 points per case study).

**Group Project**

You will be assigned a business to study with your group. You will create a full marketing plan with strategies, goals, implimentations, and outcomes. You will be provided time during class to work on this project throughout the semester. At the end of the semester, you will present your final maketing review. We will discuss this project further in class.

**Quizzes/Midterm/Final**

All quizzes and exams will be on Canvas. You will want to save your questions from each chapter quiz as they will be building your midterm and final exam. Assignments will close at midnight on their due date.

**Individual Project**

As part of your group assignment, you will complete an analysis on a segmented audience for your business of study. You will provide a full analysis of the consumer (including if they are B2B, B2C, etc). You will be required to present your segmented audience information to your C-Suite and determine if you were on point with your analysis before proceeding any further on your group project for your full marketing plan.

**Tentative Class Schedule**

\*\*Any changes to the schedule will be posted in Canvas and announced in class.  Details of assignments will be posted in Canvas.

**Week 1- Introduction  
January 8-14  
In-Class:**1/8: Introduction to Class  
1/10:Begin Chapter 1 **Homework: Read Chapter 1**

**Week 2- Marketing in Today’s Business  
January 15-21  
In-Class:**1/15: HOLIDAY (NO SCHOOL)  
1/17:Wrap-up Chapter 1 **Homework:** Chapter 1 Quiz (Due 1/21 at Midnight on Canvas)

**Week 3- Marketing Foundations  
January 22-28  
In-Class:** Chapter 2  **Homework:** Chapter 2 Quiz (Due 1/28 at Midnight on Canvas)

**Week 4- Elements of Marketing Strategy   
January 29-February 4  
In-Class:** Chapter 3 & In-Class Case Study #1 **Homework:** Chapter 3 Quiz (Due 2/4 at Midnight on Canvas)

**Week 5- Marketing Research Essentials   
February 5-11  
In-Class:** Chapter 4 & In-Class Case Study #2 **Homework:** Chapter 4 Quiz (Due 2/11 at Midnight on Canvas)

**Week 6- Marketing Analytics   
February 12-18  
In-Class:** Chapter 5 & In-Class Case Study #3 **Homework:** Chapter 5 Quiz (Due 2/18 at Midnight on Canvas)

**Week 7- Consumer and Business Markets  
February 19-25  
In-Class:** Chapter 6 & In-Class Case Study #4 **Homework:** Chapter 6 Quiz (Due 2/25 at Midnight on Canvas)

**Week 8- Segmentation & Target Marketing  
February 26-March 3  
In-Class:** Chapter 7 & Midterm Review **Homework:** Chapter 7 Quiz & Midterm (Due 3/3 at Midnight on Canvas)

**Week 9  
March 4-10  
SPRING BREAK**

**Week 10- Product Strategy & Building the Brand  
March 11-17  
In-Class:** Chapters 8 & 9 **Homework:** Chapters 8 & 9 Quizzes (Due 3/17 at Midnight on Canvas) **Week 11- Service & Pricing Decisions  
March 18-24  
In-Class:** Chapters 10 & 11 & In-Class Case Study #5 **Homework:** Chapters 10 & 11 Quizzes (Due 3/24 at Midnight on Canvas) **Week 12- Marketing Channels, Logistics  
March 25-31  
In-Class:** Chapters 12 & In-Class Case Study #6 **Homework:** Chapter 12 Quiz (Due 3/31 at Midnight on Canvas)

**Week 13- Promotion Essentials  
April 1-7  
In-Class:** Chapters 13 & 14 & In-Class Case Study #7 **Homework:** Chapters 13 & 14 Quizzes (Due 4/7 at Midnight on Canvas)

**Week 14  
April 8-14**4/8: In-Class Case Study #8  
4/10: Group Presentations **Homework:** Work on Group Project  
  
**Week 15  
April 15-21  
In-Class:**4/15: Group Presentations   
4/17: Final Exam Review **Homework:** None!

**Week 16  
April 22-28  
In-Class:**4/22: Family Fun Day  
4/24: Reading Day (NO CLASS)  
**Homework:**Complete Final Exam  **Final Exam will be on Canvas: Opens April 25 and is due May 1**