



## **COURSE SYLLABUS**

Course: **MKTG 4853 Marketing Management**

Prerequisite: MKTG 3633 and MKTG 3553

### **Course Description:**

Strategic planning and management of the marketing function within the firm from a managerial viewpoint. Focus on the development and management of marketing strategies and tactics related to product, pricing, promotion, and distribution decisions.

Marketing Management is a required, capstone course for marketing majors in the Sam M. Walton College of Business. Based on the experience you have accrued in other marketing courses, we will integrate the theories and applications of marketing strategies, extending your knowledge base of the marketing functional area. The course will be applied in nature, incorporating the knowledge of experts in the field from a variety of perspectives: the changing consumer landscape, category management, branding, syndicated data support, in-store marketing, current trends and more.

### **Marketing Management Advisory Board:**

When I became involved with the Marketing Management course, I felt that one of the primary goals of this course should be to provide a bridge for students between their academic career and their future as marketing professionals. I formed an advisory board for the course, made up of a talented and diverse set of executives, many of whom were former students of mine. A month before each semester begins, I poll this set of executives and ask their input on three key issues:

- (1) What are the key areas marketing majors should be focusing on in this course?
- (2) What are readings (and other sources of information) that will best prepare students?
- (3) What skill sets do students need to achieve in order to be competitive in the marketplace?

Based on this information, I update the course each semester. As you might imagine, it is difficult to find a textbook that can be customized for this course. Often we will tackle readings that were published just that week. The flexibility of a readings-based, seminar style course allows us to make changes at the last minute, ensuring that we are always using the best information possible. While this approach does require extra effort on the part of both the professor and the students, it has proven to be an excellent means of preparing the students for the reality of their future. Accordingly, we will adopt this approach in the class and we will not be using a standard textbook.

### **Course materials:**

Numerous readings as assigned, I have specifically selected readings that are available via the UA electronic libraries or the internet in order to minimize the cost of the materials as much as possible. The reading list for each module will be available at the beginning of the module (rather than the beginning of the course) in order to ensure that we are using the most current and effective material possible (see explanation in previous section). The reading list for each module is carefully selected by the experts in the field, providing you with exceptional/current course materials.

### **Assessment of your performance:**

You will be provided with a diverse set of ways in which to prove your knowledge of the material. Your grade will be comprised of four 150-point exams and I will utilize the top three exam scores when calculating our course grade. The exams will include both in-class assessments, experiential assignments, and effort points. We will discuss these extensively the first week of class. You will also have a 50 point project that will be completed as a self-selected group. Grades will be assigned using a standard 90-80-70-60% split. Absolutely no rounding will occur. Note: 89.999% will be a B.

### **Experiential assignments:**

The marketing management course builds on the theoretical concepts you have learned in earlier marketing coursework. We will extend those theories and will focus on application in a variety of settings. Some experiential assignments will take place in individual settings while others will be team-based. To receive full credit, you MUST:

- turn the assignment in by the due date
- use the method designated for submitting the assignment

Assignments turned in within 24 hours or using an alternate method for submitting MAY be considered for partial credit.

### **Effort points:**

On occasion, you will have the opportunity to earn effort points. These are easy points that are given for very quick assignments. ABSOLUTELY NO make-ups are allowed for effort points and partial credit will not be given after the fact. All deadlines are firm. Examples of effort points include writing thank you letters to guest speakers and pop quizzes.

### **Attendance:**

Although attendance is not required, a lack of attendance can result in a reduction of your grade (see professional behavior category below). Please note that if you choose to miss class, you are completely responsible for gathering information about what you missed from your classmates. Absolutely no make-up exams will be given. If you must miss an exam, that will clearly be your low score and will automatically be dropped. Also, I reserve the right to give a pop-quiz at any time. Pop-quiz points are embedded in your test scores, not an addition to your test scores. Even if you have informed me of an upcoming absence, you may not make up pop quiz points. Advance notice of an absence does not have any bearing on your pop quiz score. If you are absent on the day of a pop quiz or other point opportunity, with or without notice, the grade is a zero. The only exception to this is if you have documentation of a sanctioned University activity which precludes you from attending class. This documentation must be provided IN ADVANCE of the absence in order to be valid. Sorry to belabor this point, but even with all these explanations, I still hear from students wanting to schedule a make-up.

### **Inclement Weather Policy:**

The official University of Arkansas policy will be followed with regard to cancellations due to bad weather. You are responsible for verifying at 575-7000, 575-2000, or <http://uark.edu> regarding weather conditions. If the weather is such that it does not merit school closing, but you are unable to arrive safely at class on time, use your best judgment as to whether it is safe for you to get to class.

### **Academic Integrity Policy:**

"As a core part of its mission, the University of Arkansas provides students with the opportunity to further their educational goals through programs of study and research in an environment that promotes freedom of inquiry and academic responsibility. Accomplishing this mission is only possible when intellectual honesty and individual integrity prevail."

"Each University of Arkansas student is required to be familiar with and abide by the University's 'Academic Integrity Policy' which may be found at <http://provost.uark.edu/> Students with questions about how these policies apply to a particular course or assignment should immediately contact their instructor."

Honor Code: Each student is expected to do his or her own work. Any question of student misconduct will be referred to Student Judicial Review as presented in the University of Arkansas Faculty Handbook.

**Classroom policies:**

Cell phones and pagers must be turned off. If the Fayetteville Public School system closes due to inclement weather, our class will be canceled unless I have specifically notified you to the contrary - this is explained further on our Blackboard site. We will abide by the dishonesty policies outlined by the U of A in the student handbook.

**Professional behavior:**

As upper-level students, you are expected to engage in an enthusiastic pursuit of knowledge. Attending class on a regular basis, arriving at class on time, contributing in a relevant way to the class discussion, using appropriate resources when classes are missed, and behaving in a respectful manner are all minimum expectations. Accordingly, you will not receive direct points for doing so. Rather, I reserve the right to lower your course grade by as much as one-letter grade if you do not behave in a professional manner. I will provide verbal notice of concern in advance of the grade reduction.

**Closing thoughts:**

If you speak with peers who have had my class, I think you will find a consistent theme that, while I mandate and enforce high standards for professional behavior, my purpose in doing so is to provide an energetic, distraction-free, experience. I am committed to making this course as beneficial for you as possible and my top priority is to reward those students who are willing to work hard, behave professionally, and enthusiastically engage in the course. I greatly enjoyed putting this course together. The field of marketing is an extraordinary one. In today's dynamic global environment, marketing assumes a critical role in the pursuit of competitive advantage. I'm looking forward to the opportunity to share with you the latest developments in marketing...and to work with you as you begin preparations for your next stage in life. This will be fun!