

# MKT 301, MARKETING MANAGEMENT

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## I. Contact

<b>Professor</b>	Dr. Angeline Close	<b>Website</b>	<a href="http://faculty.unlv.edu/angeline/">http://faculty.unlv.edu/angeline/</a>
<b>Office</b>	UNLV College of Business 435 Beam Hall Campus Mail 6010 702. 895.3364 (main) 702.895.5956 (voicemail)	<b>Class Time/ Location</b>	Summer 2008 June 9-July 11 M-F; 9:40-11:10 CBC A112
<b>Graduate Assistant</b>	428 Beam Hall 702.895.4655	<b>Office Hours</b>	Dr. Close: after class & by appointment Assistant: by appointment

## II. Description & Learning Objectives

Why do some companies spend \$2.7 million dollars for 30 seconds of Superbowl airtime? What are the marketing classic principles and the modern ways to apply them? I will introduce you to modern marketing by explaining theories and their business applications. Key areas are strategy, promotions, IMC, advertising, retailing, and consumer behavior (as they relate to the marketing mix). I will supplement your learning with current research on how event marketing and the Internet influence consumer behavior and the consumer experience.

After our course, you should be able to:

- explain the importance of marketing and research to society, the economy, and to you as a consumer
- interpret principles of service marketing, products, place, promotion, and pricing
- critically think, examine, and apply marketing principles
- create a solid platform for further studies and your career

To achieve these objectives, you must devote yourself to reading, participating in class discussions, and critically think. To measure your success, we will have exams and applied graded exercises.

**Text:** MKTG, 2008-2009 edition by Lamb, Hair, McDaniel

**Websites:** Our course site is <http://faculty.unlv.edu/angeline/mktg3700.htm>

In addition, the book has a passcode, which you register for access to cutting-edge resources (downloading notes to your ipod, interactive reviews, etc.). The text website is

[http://www.mktg4me.com/mktg\\_1e/student\\_splash.html](http://www.mktg4me.com/mktg_1e/student_splash.html)

Please check our site and your **UNLV email** often for updates.

### III. Schedule

Week	Date	Topic	The Latest...
1	M 6-9	Introductions, Syllabus, Macromarketing	If you seek the latest trends, insights, and research (some of my own current studies) on these topics, you are encouraged to check out:  <b><u>Netnography: The iPod Nano</u></b>  <b><u>Wal-Mart Case</u></b>  <b><u>E-Marketing Blunders</u></b>
	T 6-10	Value to Consumers, Firms & Society (Chapter 1)	
	W 6-11	Marketing Strategy (Ch. 2)	
	T 6-12	CSR, Ethics, & Marketing Environments (Ch. 3)	
	F 6-13	Real World Application: Patti Martinez, Clear Channel Radio	
2	M 6-16	Global Marketing (Ch. 4)	<b><u>eBay Case</u></b>     <b><u>Peoplemeter</u></b>
	T 6-17	Consumer Behavior/Decision Making (Ch.5)	
	W 6-18	Completion of above discussions/Synthesis	
	R 6-19	<b>EXAM 1 (Class Content &amp; Chapters 1-5)</b>	
	F 6-20	Real World Application	
3	M 6- 23	Segmenting & Targeting Markets (Ch. 7)	<b><u>Event Marketing Research</u></b>  <b><u>Brand Personality</u></b>  <b><u>Fakes!</u></b>
	T 6-24	DSS & Marketing Research (Ch. 8)	
	W 6-25	Product Concepts & Branding (Ch. 9)	
	R 6-26	New Product Development & Product/Price Management (Ch. 10)	
	F 6-27	Completion of above discussions/Synthesis; Real World Application	
4	M 6-30	Service Marketing & Nonprofits (Ch. 11)	<b><u>Creativity</u></b>  <b><u>Lands End Case</u></b>
	T 7-1	<b>EXAM 2 (Class Content &amp; Ch. 7-11)</b>	
	W 7-2	Retailing/e-Tailing as a Channel (Ch. 13)	
	R 7-3	IMC & Sales/Price Promotion (Ch. 14)	
	F 7-4	4 <sup>th</sup> of July (no class)	

5	M 7-7	IMC & Sales/Price Promotion (Ch. 14)	<u><b>Blogs</b></u>
	T 7-8	Advertising & Public Relations (Ch. 15)	<u><b>Netvertising</b></u>
	W 7-9	Advertising & Public Relations (Ch. 15)	<u><b>Autowrapping</b></u>
	R 7-10	Real World Application; Course Synthesis	<u><b>Words of Ad Wisdom</b></u>
	F 7-11	<b>Final Exam</b> (emphasis on Ch 13-15)	

#### IV. Policies, Attendance/Participation & Evaluation

**Policies:** *You are why I am here.* Email is not the best way to discuss course material, as we can better connect in person. I am happy to take time with you during office hours or virtually anytime by appt. Assignments must be typed and handed in on the due date in class. They are not accepted late or via email. The University requires following copyright requirements. UNLV policies on religious holidays are followed. UNLV Honor code and copyright policies are intact.

**Attendance/Participation:** Attendance and insightful participation is a crucial part to your learning. If you miss an extensive amount of class, it will be recommended that you not receive course credit unless receiving notice from the university of an extenuating circumstance. The Donald says missing meetings means “You’re fired!” To maximize your participation, focus and share your views *each session* to show that you are prepared just like in the business world.

#### Evaluation:

Exams (3): 150 points each (*Out of 450 Possible Points*):

Grade:	A	B	C	D	F
Points:	405+	360-404	315-359	275-314	0-274

A = 90-100%; B = 80-89%; C = 70-79%; D = 61%-69%; F= 60% or below

#### Exams:

The exams are multiple choice, yet necessitate critical thinking. While some questions are definitional, many are application based. I write exams based on readings and class material. Tests are not given after the sanctioned time nor to a latecomer after an exam is in. Missed tests= 0. The final is the project/presentation and is your **comprehensive** assessment.

#### Grade Posting:

Exam grades (along with other relevant course material) will be sent to your UNLV email address. If you have questions about your email, contact the Student Help Desk at (702) 895-0761, in the Student Union Room 231, or by e-mail: [studenthelp@unlv.edu](mailto:studenthelp@unlv.edu).

## Course Agreement

I have accessed our course websites, sat down with the syllabus, and I:

- a) understand what is expected from me in this course
- b) will be in class, tuned-in, and keep up with the (actually interesting) readings
- c) will use the resources provided on our (stellar) course websites
- d) know when the test/projects dates are and am committed to them
- e) know that Dr. Close will strive to meet (and exceed) my expectations (e.g., teach you principles of marketing so that you understand them/don't just memorize them, be professional, serve as a positive role model, be there for you to address your questions, respect you and also learn from you) as well.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_