

MARKETING MANAGEMENT

MKT 301 - Fall 2011

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Text: Marketing: Kerin et.al., 10th, McGraw-Hill.

There are several prominent introductory marketing texts, and this is one of them. It is a very readable book and features many current examples and Internet exercises. Due to the high cost of books, several alternatives will be discussed on the first day of class.

This book (along with others from McGraw-Hill) offers classroom management software called "Connect." It is included with any new book purchased from the UNLV bookstore. If you buy any other version, you can purchase the software separately for around \$20. Students may find it helpful, but it is NOT required. There will be a demonstration of the software early in the semester.

Course Description

This course will examine marketing institutions and processes and marketing's relationship with society. Buyer behavior of consumers and organizations will be explored, as will various specialized marketing topics. Current events will be emphasized!!

MKT 301 is designed as a survey course for (mainly) business

majors. It is usually taken in the junior year after some exposure to psychology, sociology, economics, etc. There will be a wide variety of needs among the students, ranging from those who will major in marketing to those with only a fleeting interest in the subject.

Course Objectives

1. To learn basic marketing terminology and concepts.
2. To appreciate marketing's impact on society.
3. To evaluate marketing strategies.
4. To provide a foundation for further study in marketing.

Course Structure

This will essentially be a "lecture" class. Text reading will be coordinated. Note, however, that the lectures will be considerably different than the text material. The topics are parallel, but the lectures will be more specialized. Although the text contains numerous contemporary examples, it is inherently basic and dated. The lectures will supplement that information with material on current issues.

We will proceed through the text chapters as indicated on the attached schedule. The material is divided roughly into thirds with an exam following each third. Videos will also be shown throughout the course. They are professionally produced and should help illuminate concepts which might seem somewhat abstract to students.

Exams

There will be two midterm exams (September 28 and November 2) and a final exam during Finals Week. "Drop day" is November 7, so you will have the results of two exams at that time. None of the exams (including the final) will be comprehensive; they will cover only the material assigned for that portion of the course, including corresponding lectures and videos. All exams will have a 60 minute time limit, and this is more than adequate.

The exams will consist of 50 multiple choice questions (2 points each), so each exam will contain 100 possible points. Questions will be split roughly evenly between the text and lectures, although there may be a bit of overlap. Each chapter and each lecture will feature several questions, with the more important material being emphasized. There will be one question on each video. Sample questions will be discussed before the exams. They are on the class website. "Connect" will also have sample exam questions, but they are strictly from the text.

Makeup exams are strongly discouraged. Due to the class grading scheme, you are much better off taking the same exam as the rest of the class. Students who take makeups often do poorly on them. Arrange your schedule to take the regular exams.

Grading

Grades will be determined by a "modified" curve. In this approach, the high point total for the semester anchors the curve. Then standard percentages (90% of the top score = A, 80% = B, etc.) are applied. This negates the effects of an overly difficult exam. Note that there is no quota on specific grades as is the case with a "normal" (bell shaped) grading curve; everyone in the class can get a good grade. "Plus/minus" grading will not be used.

Students often ask about "extra credit." Small amounts (4-5 pts) of extra credit could be granted for attending department activities/lectures which may occur during the semester. These events are very tentative and may not occur or may not fit your schedule. Don't depend on extra credit to raise your grade; it will mainly be determined by your performance on the exams. Normally, about 25 points separate the letter grades, so 5 points will help only borderline students.

Class Format

Each lecture will quite focused and more specialized than the parallel reading in the text. The goal is to learn about one topic during each class period. Reading the assigned chapter before class will provide you with important terminology, and you should get more out of the lectures. Class will start on time and end on time (or before). A topical outline will be written on the board and various visuals will be used. It is suggested you organize your notes around the outline. Although the format will be lecture, questions are encouraged.

Attendance is strictly voluntary. However, students who miss class tend not to do well on the exams, since roughly half of the exam questions will come from the lectures and videos. Students who are not present for the lectures don't seem to have a good grasp of this material, even when they obtain the notes.

An effective way to study for this class is to review the class notes later in the day and try to highlight the important points. On average, about five test questions will come from the material (including text reading) that we cover that day. Students should resist the temptation to take an excessive amount of notes. Two handwritten pages per day should be the absolute maximum.

Other Important Information - Read This!!!

All UNLV policies on religious holidays, student learning disabilities, and academic dishonesty will be followed. A complete list of these policies is on the UNLV Provost's website.

Many students have a grade requirement (usually a "C" or better) in this class. You will be held to the announced grading criteria with no changes or extra credit after the fact. At the end of every semester, there is at least one student who suffers the consequences of these policies. Make sure it is not you!