

MBA 605
Marketing Management
[Semester/Year]
[Class location]
[Class Meeting time(s)]

Instructor: [Name] [Office, e-mail, phone]

Office Hours: [scheduled + by appointment? Virtual Office Hours?]

I. Rationale/Purpose

The Master of Business Administration (MBA) is an integrative, interdisciplinary degree designed to create independent, lifelong learners who are *Business-Ready* to assume leadership positions.

The AACSB accredits Colleges of Business, including Western Carolina University. This course addresses two of three AACSB standards associated with Master of Business Administration Programs. MBA graduates:

1. Will have the ability to apply knowledge in new and unfamiliar circumstances through conceptual understanding of marketing management.
2. Will have the capacity to adapt and innovate to solve problems, to cope with unforeseen events, and to manage in unpredictable environments.

The MBA program has developed an Assurance of Learning Program that facilitates ongoing quality enhancement. This course shares responsibility for the achievement of four programmatic goals. MBA graduates will:

1. Understand the role strategy plays in an organization and be able to apply organizational strategy to marketing management.
2. Have a solid foundation of knowledge of marketing terms and concepts.
3. Be effective oral and written communicators.
4. Be able to analyze the contributions from marketing management necessary to assembling an overall image of the potential for a business concept.

II. Course Aims and Objectives:

- Aims: This course will be about using the marketing mix elements (product, price, channels, and communications) to create value for business organizations.
- Specific Learning Objectives:

By the end of the course, students will:

1. Use marketing research to determine customer needs and develop value propositions in specific situations.
2. Develop marketing programs to achieve marketing objectives of an organization in specific situations.
3. Make appropriate product and service decisions that support the achievement of marketing objectives in specific situations.
4. Make appropriate marketing communications decisions that support the achievement of marketing objectives in specific situations.
5. Make appropriate pricing decisions that support the achievement of marketing objectives in specific situations.
6. Create forecasts and budgets that will drive production planning and capital budgeting in specific situations.

III. Course Materials

Sample Textbooks:

MARKETING MANAGEMENT

J. Paul Peter, UNIV OF WISC MADISON

James H Donnelly, Jr,

UNIV OF KENTUCKY-LEXINGTON Hardcover,

800 pages ©2009, ISBN-13 9780073381138

Analysis for Marketing Planning

Donald R. Lehmann, Columbia University

Russell S Winer, New York University Softcover,

312 pages ©2008, ISBN-13 9780073529844

IV. Faculty Expectations of Students/Course Policies

- Statement on Accommodations for students with disabilities:

Western Carolina University is committed to providing equal educational opportunities for students with documented disabilities. Students who require disability services or reasonable accommodations must identify themselves as having a disability and provide current diagnostic documentation to Disability Services. All information is confidential. Please contact Disability Services for more information at (828) 227-2716 or 144 Killian Annex.

- Statement on Academic Integrity (including plagiarism):

Academic Honesty Policy

Western Carolina University, as a community of scholarship, is also a community of honor. Faculty, staff, administrators, and students work together to achieve the highest standards of honesty and integrity. Academic dishonesty is a serious offense at Western Carolina University because it threatens the quality of scholarship and defrauds those who depend on knowledge and integrity. Academic dishonesty includes:

- a. **Cheating**—Intentionally using or attempting to use unauthorized materials, information, or study aids in any academic exercise.
- b. **Fabrication**—Intentional falsification of information or citation in an academic exercise.
- c. **Plagiarism**—Intentionally or knowingly representing the words or ideas of someone else as one's own in an academic exercise.
- d. **Facilitation of Academic Dishonesty**—Intentionally or knowingly helping or attempting to help someone else to commit an act of academic dishonesty, such as knowingly allowing another to copy information during an examination or other academic exercise.

Instructors have the right to determine the appropriate sanction or sanctions for academic dishonesty within their courses up to and including a final grade of "F" in the course. Within 5 calendar days of the event the instructor will inform his/her department head, and the Associate Dean of the Graduate School when the student is a graduate student, in writing of the academic dishonesty charge and sanction.

Please refer to the graduate catalog for specific procedures.

- Attendance Policy

Students are expected to attend all classes. Group meetings and meetings with outside organizations may also be necessary. other programs

V. Grading Procedures:

	<i>Percentage of Grade Or number of points</i>	<i>Student's score</i>
Mid-Term Examination	[20%]	
Applied Project	[20%]	
Group Activities	[20%]	
Participation/Daily Quizzes	[20%]	
Final Examination	[20%]	
	100%	

Letter grades will be assigned according to the following:

Grading System

The grades which may be assigned to graduate credit courses are as follows:

Grade	Interpretation	Quality Points Per Hour	Grade	Interpretation	Quality Points Per Hour
A	Superior	4	W	Withdrawal	-
B	Good	3	AU	Audit	-
C	Passing	2	IP	Grade Pending	-
F	Failure	0	S	Satisfactory	0
I	Incomplete	-	U	Unsatisfactory	0

VIII. Tentative Course Schedule