Instructor: Lindell Phillip Chew  
Office: 1005 SSB Tower  
Office Hours: 11:00 am-11:15 am MONDAY & WEDNESDAY (104 CCB)  
2:00 pm-3:00 pm MONDAY & WEDNESDAY (room 205 SSB)  
8:15 pm – 9:00 pm MONDAY & WEDNESDAY (room 216 SSB)  
and other times by appointment in 1005 SSB  
Office Phone(s): (314) 516-5626  
(314) 576-8855  
E-Mail(s): LPC1@umsl.edu or LINDELLPHILLIP@gmail.com  
Web site: http://www.umsl.edu/~buslchew/  
Class Times: 9:30-10:45 am (internet): 5:30-6:45 pm (traditional) Mon. & Wed  
Reference Numbers: 10448 INT  001  
10449 RSD  E01  
13768 INT  C01  
13769 INT  S01  
13770 INT  W01  
Room Numbers: 104 CCB 216 SSB  
Final Exam Dates: MON, May 9, 2011 5:30-7:30 pm or WED, May 11, 2011 7:45 -9:45 am  
Required Text Books: Analysis for Marketing Planning, Donald R. Lehmann and Russell S. Winer,  
Advanced Marketing Management,Concepts, Cases and Applications, Chew,  
Assignment Information: Updated every MONDAY and WEDNESDAY evening-  
Please see MY GATEWAY “announcements”  
"WHEN I DO, I UNDERSTAND"
Course Description:

Marketing Management is the comprehensive capstone course in our marketing curriculum and is organized around the marketing planning process, to clearly delineate the relationship among marketing decisions. This applications oriented course is designed to help you to extend your thinking more analytically, logically and creatively about marketing and business decisions. The resulting expectation is for you to have a greater appreciation of the true utility of the marketing concepts and procedures enhancing your sense of professionalism throughout your career in marketing and business management.

Prerequisites:

BA 131 (3300), BA 206 (3700) and one other three (3) hour marketing course, senior standing and a minimum overall GPA of 2.0.

THERE WILL BE NO MAKE-UP EXAMS FOR THIS COURSE

Student "Benefitizing"

To increase confidence in business/marketing analysis and decision making through experiential learning.

To internalize basic marketing concepts and principles and through hands-on practice.

To develop self-reliance, self-sufficiency, and initiative by seeking information and discovering insights on your own. (The discovery zone!)

To learn to handle relatively unstructured problems, such as identifying the key issues during comprehensive case dialogue and high involvement business planning project implementation.

To experience the dynamics of group decision making with the stress of conflicting opinions on strategy and tactics.

To learn to write a comprehensive business plan at a professional level of quality.

To improve oral communication skills.

Study packets for each exam (three) will be provided by the instructor on line at MY GATEWAY or hard copy.

This complete comprehensive archived class is available on the instructors web site. Google >LPC Enterprises or Lindell Phillip Chew, then click on contents and then click on the title > MARKETING MANAGEMENT or access through the MY GATEWAY > Course Information
### Basis for Assigning Course Grade:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Examination I</td>
<td>100</td>
</tr>
<tr>
<td>Examination II</td>
<td>&gt; 50%</td>
</tr>
<tr>
<td>Examination III</td>
<td>/</td>
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<tr>
<td>*High Involvement Project 25%</td>
<td>150</td>
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</tbody>
</table>

(Outlines and other structures enclosed, additional information will be distributed during the first class period)

*Semester Project - A choice of a business plan, business feasibility study or operational marketing plan. This will be a written (100 pts) and oral (50 pts) team activity.

In-class Activities 25% **150 points**
- (Discussion, cases, quizzes, other assignments, participation and attendance)
- (**Includes a 40 point oral case presentation)**

Total 100% 600 points

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**Teaching Methodology:** SESSIONS WILL BE ARCHIVED (Available 24/7)

A smorgasbord of lecture, case study, audiovisual presentations, group projects, chapter questions and discussion will be utilized to present the material. Students must be prepared to discuss noted chapter questions, cases, etc. during the semester. This class will rely on student participation and oral presentations. Students will be called upon to present their views on chapter questions and students must be able to defend their views.

**Term Project:** (150 points, includes: 100 points written and 50 points for your oral presentation)

(High Involvement Project)

The term project may be a team or individual project. Teams will consist of up to four members. Individual projects are discouraged but will be considered on an individual basis by the instructor. In the real world, you will be working as a part of a team and you need the experience. In order to obtain permission for an individual project, a student must have a compelling reason ("I don't know anyone in class" is not a compelling reason). The team is to complete a comprehensive business, communication or marketing plan (written paper and 15 minute oral presentation) for a responsibility area. You are to do everything that would be done in an actual situation.

**PLEASE NOTE:** Any violation of academic dishonesty (as interpreted by the instructor) will result in a grade of "F" for the course.

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**UNIVERSITY REGULATIONS PROHIBIT SMOKING IN THE CLASSROOM.**

**Excused Grades:** The last day to drop the class is Saturday, April 9, 2011
Delayed Grades: Are assigned only in exceptional cases where the student and the instructor have agreed on the terms of the delayed grade before the end of the term.

Final Semester Grades: Will not be given out over the telephone. It is recommended that you hand in a self-addressed postcard or envelope with the final (third) examination.

THERE WILL BE NO MAKE-UP EXAMINATIONS FOR THIS CLASS.

Calendar - Critical Dates:

**Winter/Spring 2011 Semester**

**UNIVERSITY REGULATIONS PROHIBIT SMOKING IN THE BUILDING.**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>Jan. 19</td>
<td>Wed: Class work begins</td>
</tr>
<tr>
<td>24</td>
<td>Mon: Last day graduate students may enroll for credit</td>
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<tr>
<td>24</td>
<td>Mon: Last day Registrar’s Office will move students from the wait list</td>
</tr>
<tr>
<td>Feb 2</td>
<td>Wed: HIGH INVOLVEMENT PROJECT TOPIC DUE</td>
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<tr>
<td>14</td>
<td>Mon: Last day any student may drop a winter-spring session course without satisfactory/unsatisfactory basis</td>
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<td>Mar. 12</td>
<td>Sat: Mid Semester</td>
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<tr>
<td>26- Apr 3</td>
<td>Spring Break - Master your High Involvement Project - NO CLASSES</td>
</tr>
<tr>
<td>Apr. 9</td>
<td>Sat: Last day student you may drop this class and receive an excused grade from me. Please note the Chew guarantee.</td>
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<tr>
<td>25</td>
<td>Mon: HIGH INVOLVEMENT PROJECT DUE</td>
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<tr>
<td>May 4</td>
<td>Wed: Last regular class <strong>DISTRIBUTION OF FINAL EXAM</strong> (take home)</td>
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<tr>
<td>May 9 &amp; 11</td>
<td>Mon/Wed: <strong>Evaluation of class; Submit take home final exam; Oral project presentations (also on May 4th &amp; on line)</strong></td>
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<tr>
<td>14</td>
<td>Sat: Close of Winter Spring 2011 Semester</td>
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<td>14-15</td>
<td>Sat/Sun Commencement – Winter-Spring Semester 2011</td>
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Examinations:

The three (3) examinations will be composed of essay questions and/or quantitative problems. Questions may be added that bear on cases, readings and other class discussions.

Cases:
Case teams will be organized two class periods prior to the case due date. **The team will prepare and present one case orally** (40 points). The other members of the class will answer the questions at the end of the case and prepare them for discussion and possible submission.

**GRADED PROJECTS WILL BE RETURNED TO THE STUDENTS**
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<thead>
<tr>
<th>Week</th>
<th>Topic*</th>
<th>Text Chapter</th>
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<td>1</td>
<td>Course Overview &amp; Introduction</td>
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<td>2</td>
<td>Corporate Strategies &amp; Planning</td>
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<td>2</td>
<td>Situation Analysis</td>
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<td>3</td>
<td>Market Analysis</td>
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<tr>
<td>3</td>
<td>Situation Analysis</td>
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<td>4</td>
<td>Market Measurement</td>
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<tr>
<td>4</td>
<td>Competitive Analysis</td>
<td>4,5</td>
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<tr>
<td>5</td>
<td>Situation Analysis</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Profitability &amp; Productivity</td>
<td>5,6</td>
</tr>
<tr>
<td>6</td>
<td>Market Strategies</td>
<td>7</td>
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<tr>
<td>6</td>
<td>Exam I</td>
<td>1-6</td>
</tr>
<tr>
<td>7</td>
<td>Product Programs</td>
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<td>8</td>
<td>Pricing Programs</td>
<td>9,10</td>
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<tr>
<td>9</td>
<td>Advertising Programs &amp; Sales Promotion</td>
<td>10,11</td>
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<tr>
<td>10</td>
<td>Exam II</td>
<td>7-10</td>
</tr>
<tr>
<td>11</td>
<td>Sales &amp; Distribution Programs</td>
<td>12,13</td>
</tr>
<tr>
<td>12</td>
<td>Sales &amp; Distribution Programs</td>
<td>12,13</td>
</tr>
<tr>
<td>13</td>
<td>Planning, Organizing, Control</td>
<td>14,15</td>
</tr>
<tr>
<td>14</td>
<td>Review, Summary</td>
<td>1-15</td>
</tr>
<tr>
<td>15</td>
<td>Oral Project Presentations</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Exam III - Take home non-comprehensive</td>
<td>11-15</td>
</tr>
</tbody>
</table>

*estimate - earliest possible occurrence
Instructions
BA 4700/315 – High Involvement Projects

1. The semester involvement projects are a form of experiential learning designed to give participating students an opportunity to apply the principles studied in this course to the "real world" preferable in relation to a setting of interest to the participating student(s) (e.g., family-owned business, a job or job opportunity and/or an interesting company product or service.)

2. Students should organize in teams of three or four if possible. The instructor will assist in facilitating this process.

3. Topics are due in writing on Wednesday, February 2, 2011

4. Complete projects are due on Monday, April 25, 2011

5. The length of this project is variable.

6. This project is worth 200 points (150 points written; 50 points oral presentation). (Course has 600 points.)

7. The instructor will assist student participants in providing topic suggestions on request. The instructor has numerous outlines and project examples available for student review.

8. Project report must include the following:

   Title Page
   Table of Contents (Index)
   Reference Page(s)
   Numbered Pages

9. Footnotes are not required.

**10 Late project penalty - 2 points per day/10 points per week.

11. Papers will be graded on the basis of:

    - depth of research
    - relevancy to the course
    - level of sophistication
    - methodology or techniques used
    - soundness of conclusions

12. Please see your case and exercise book and this syllabus for the grading criteria sheet(s).
13. Oral Presentation of Project on
   Wednesday, May 4, 2011> 5:30 pm, Monday, May 9, 2011> 7:45 am,
   Wednesday, May 11, 2011> 5:30 pm or online.

14. **Hints:** Shop early; avoid the end of semester rush.

15. Please submit your team evaluation with your project.

   **PLEASE CAREFULLY CONSIDER**
Project Title: ________________________________ Date: __________________

Your Name: ________________________________ Section: __________________

Part 1. In this section, list your responsibilities and what parts of the project you oversaw or organized. Report on all tasks connected with the oral presentation and the paper. For example, what parts did you analyze, what questions did you answer, what research did you conduct; did you type, edit, copy, prepare transparencies, bring in exhibits, prepare VCR, etc.?____________________________________________________________

Part 2. Please evaluate the total contribution of the team members, (including yourself). Please proceed as follows:

1. Assume that there are a maximum of 100 points for you to award to the entire team including yourself. You may award less than 100 points total.

2. Allocate these 100 points or less in a manner, which you believe properly, reflects each person's relative contribution to the project. No team member may receive the entire 100 points.

3. If all contributed an equal amount of time and effort, you may average the points between the team members.

4. If you judge them to have made different contributions, then some members will receive more points than others.

5. Please note that you are not evaluating the success of your team efforts. That is in the province of the instructor. Your task is to inform the instructor as to the amount of input each member had on the final result.

6. Please give this careful thought. Your evaluations per se are confidential, but team members with significantly low scores will receive a lower grade.

7. You should make this evaluation by yourself, not jointly with team members.

Name:(yourself)______________________________ Points: _________

Name: ________________________________ Points: _________

Name: ________________________________ Points: _________

Name: ________________________________ Points: _________

Name: ________________________________ Points: _________

PLEASE SUBMIT WITH FINISHED HIGH INVOLVEMENT PROJECT