Welcome
Welcome to MKTG 5700, Contemporary Marketing Concepts. This course is designed to be a survey course of the marketing field that will prepare you to tackle more specialized coursework in marketing (e.g., consumer behavior, digital marketing, international marketing, marketing research) and provide you with an overall understand of the role of marketing in the modern organization. I’m extremely excited to offer this course in an online format. While it may never surpass a traditional face-to-face setting when it comes to the “human factor” and the spontaneous exchange of ideas, it does offer the type of structure that many of you will find rewarding.

My Teaching Philosophy
I view my role as your instructor as both an opportunity and a challenge. Marketing is one of the most dynamic fields of study. It’s greatly affected by our changing society and the ever-evolving marketing ecosystem (e.g., technology, legal, economic, consumption habits). This is further complicated by the different career orientations of students in the course. Some of you are building a career in the field of marketing and want to be exposed to the latest marketing analytic tools. Others such as accounting or finance students want to understand the role of marketing in their organization and be comfortable with marketing terminology and how to use marketing information. Therefore, the challenge for me is to find the proper balance.

I believe students who successfully complete this course should have a strong conceptual understanding of key concepts in marketing such as market segmentation, product differentiation, channel management, digital marketing, and strategic planning. I want to place the student in the role of the marketing manager who must interpret marketplace data and implement marketing strategies. Successful students should be able to appreciate the diversity of marketing organizations (e.g., profit, non-profit, governmental) and how they view their customers. Finally, successful students should have a keen understanding and appreciation of the diverse consumer and business markets across different industries.

In delivering this course, I want to promote a positive atmosphere where you are called upon to discuss questions, but mistakes are treated as opportunities to explore misconceptions, not as a reflection of a student’s abilities. I want this course to be a window on the world. Almost any event you can link to the marketing world. We’ll use case studies, current events, key marketing articles, and even explore marketing plans to understand best marketing practices. My hope is that this course will ignite a curiosity that will lead to a lifetime appreciation of marketing.

Required Texts
Time Requirements
If this course were offered on campus, you’d be in class 2.5 hours/week, along with the travel time involved. The online version is no different in terms of expectations for your involvement. This is an active online course that requires 3 hours of your time each week IN ADDITION TO the time it takes you to read the required materials and watch the videos, as well as the additional work required to complete the assigned papers. That means that you need to plan to spend a minimum of 6 hours every week, up to 9-10 hours a week, on activities related to this course. If you do not have that amount of time to devote to this course, you should perhaps reconsider taking this course at this time.

Technology Requirements
As a student in an online course, you are expected to have access to the internet almost every day. If you have computing problems, it is your responsibility to address these, or come to campus to use the student computing labs. Problems with your computer or other technology issues are not an excuse for any delays in meeting expectations and deadlines for the course. So, if you have a problem, get help in solving it immediately. At a minimum, you will need the following software/hardware to participate in this course:

1. Computer with an updated operating system (e.g. Windows, Mac, Linux) and to an Internet browser (e.g. Mozilla Firefox, Internet Explorer)
2. Ability to navigate MyGateway (Blackboard Learning Management System)
3. Minimum Processor Speed of 250 mHz, 400 mHz recommended.
4. DSL Internet connection or a connection speed no less than 7 MB/s
5. Media player such as Windows Media Player to open course media. Flash player may be required by some aspects of the course and is available as a free download here: http://get.adobe.com/flashplayer/
6. Adobe Acrobat to open PDF files throughout the course – available as a free download here: http://get.adobe.com/reader/?promoid=HRZAC

Academic Policies

Attendance Policies

- “Present” in class for online courses is determined by participation in an “academically related activity,” i.e. submission of an assignment, assessment or discussion forum posting. The last day of attendance is the last day a student is academically participating in the online course.
- Documentation that a student has logged into an online class is not sufficient by itself to demonstrate academic attendance.

Academic Integrity/Plagiarism

- You are responsible for being attentive to and observant of University policies about academic honesty as stated in the University’s Student Conduct Code.
- Academic dishonesty is a serious offense that may lead to probation, suspension, or dismissal from the University. One form of academic dishonesty is plagiarism – the use of an author's ideas, statements, or approaches without crediting the source. Academic dishonesty also includes such acts as cheating by copying information from another student. Plagiarism and cheating will not be tolerated.
Academic dishonesty must be reported to the Office of Academic Affairs for possible action. The instructor shall make an academic judgment about the student’s grade on that work and in that course. The campus process regarding academic dishonesty is described in the “Policies” section of the Academic Affairs website: http://www.umsl.edu/services/academic/policy/academic-dishonesty.html

Course Description:

Contemporary Marketing Concepts (MKTG 5700) deals with managerial decision making by placing particular emphasis on assimilating and integrating all forms of marketing communication in the development of promotional policies, plans and procedures. Course approach is analytical rather than descriptive in investigating the areas of advertising, public relations, sales management, packaging and other forms of demand stimulation. is a survey course for MBA students with limited academic work in the field of marketing.

This course is delivered through a series of online lectures/exercises, case studies, presentations, and group assignments. It addresses important marketing trends including global markets, new media strategies, forecasting techniques, consumer analytics, and sales promotion tactics. Completion of this course will enable students to pursue more advanced topics in the field of marketing.

Learning Objectives
By the conclusion of this course, students will be able to:

• Describe and explain key marketing concepts related to marketing planning, consumer/business marketing, market segmentation, and the marketing mix
• Understand new technologies and methodologies used in market research and demand forecasting
• Discuss (and debate) the merits of alternative marketing strategies
• Prepare a case analysis and formulate marketing recommendations
• Analyze marketing data and industry information

Instructional Strategies
This course will be delivered exclusively online. I’ve divided the course into eight parts (modules). Each module contains some combination of mini-lectures, discussion forums, video case, case studies, and learning exercise. We will utilize the MyMarketingLabs online learning program.

Grade Composition

Grades will be based on the following weights:

Exams (2 @ 15% each) 30%
MyMarketingLab 30%
Consulting Case (Group) 20%
Discussions/Participation 20%

Grade Assignments: A = 94% and above; A- = 90-93%; B+ = 87-89%; B = 83-86%; B- = 80-82%; C+ = 75-79%; C = 65-74%; C- = 60-64%; F = Below 60%
Exams

During the course, there will be two exams to test your understanding of the subject matter. The two exams each count 15% of your final grade (i.e., 30% in total). The tests will consist of multiple-choice and essay questions from the assigned readings and online lectures.

The text also comes with online support, MYMarketingLab. MYMarketingLab give you the opportunity to test yourself on key concepts and skills, track your own progress through the course, and access personalized Study Plan activities. The customized Study Plan—with complete remediation activities—is generated based on your results in a pretest. Study Plans tag incorrect questions from the pretest to the appropriate textbook learning objective, helping you focus on the topics you need help with. Personalized Study Plan activities may include flash cards, eBook reading assignments, and video cases.

MyMarketingLab

One of the emerging educational trends is dynamic study modules or labs that continuously assesses student performance and activities, then use data and analytics to provide personalized content in real-time to reinforce concepts. The included online site, MyMarketingLab, offers content such as an e-text, video exercises, simulation, end of chapter exercises, and other useful information to enhance your learning experience.

In each module you will be required to complete chapter review tests, company videos, and marketing simulation (see schedule). These activities are designed to improve your understanding of the subject matter and prepare you for the midterm and final exams. In all, the MyMarketingLab assignments count 30% of your grade.

Note: You also have access to other materials such as warm-up tests, flashcard exercises, etc. that you can use at your discretion. However, they will be not graded.

On-line Participation/Discussion

In order to give you an opportunity to further discussion important marketing news/issues, I will post articles and short discussion topics on the course site’s discussion board. I will provide feedback via a grading rubric to help you gauge your progress. Your grade is based on the quantity and quality of your comments. This activity is worth 20% of your grade. In addition, during the instructor lectures, you have the opportunity to make comments at any time (via written, voice, or webcam). In many cases, I will prompt you for your opinion or input.

Your success in this course will heavily depend on your ability to communicate, engage and participate in all course activities. Successful completion of this course requires that a student keep up with all assignments, coursework and discussions. Timely participation in online discussions is a very important part of this course and participation in these discussions, and other activities as assigned, is not optional. You are expected to prepare and post to discussions in a timely manner consistent with the requirements contained within the course syllabus and discussion rubric*.

Online Discussion Protocol
Participation in the course should maintain a positive work and learning environment, as outlined in the UMSL Student Planner: http://www.umsl.edu/~studentplanner/Policies%20and%20Procedures/positive.html

- Postings should be evenly distributed during the discussion week.
- Postings should be a minimum of three sentences, or one short paragraph, and a maximum of two paragraphs.
- Responses should be well written with proper punctuation, spelling and grammar.
- Avoid short one-word postings, for instance, “I agree,” unless accompanied by supporting statements from the readings or prior knowledge (work and life experience).
- Stay focused on the topic.
- Ask questions; challenge other postings that lack supporting evidence or present incorrect information.
- Encourage further discussion by building on current threads.
- Check your postings for responses from others and respond in kind.
- Use proper “netiquette” **

Consulting Session (Group)

Here’s an opportunity to work with your classmate and play the role of consultant for a major consumer or business-to-business marketer. At the beginning of the course, I will assign 2 or 3 individuals to a company case contained at the end of various chapters. Your job is to play the role of consultant (highly paid, of course) to address the company’s situation or dilemma. These companies are well-known, popular entities such as Microsoft, BMW, and IKEA. These are short cases (1-2 pages) that focus on a specific issue within the firm. Your assignment consist of the following:

- Prepare a 10-12 minute case analysis video
  - Summarize key case facts (maybe first 2 minutes)
  - Address case questions
  - Update company situation, identify new initiatives, and/or make recommendations
  - Note: Creativity is highly encouraged

Your team will need to produce a “Voicethread” presentation and work together to produce it. All the case analysis are due at the same time (by MODULE 6). Once all the company cases are posted, each student is expected to make constructive comments or questions on other company cases. It’s a different approach, but it should be fun!

This assignment counts 20% of your final grade.
## Course Schedule
*(subject to modification)*

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<tr>
<th>Module #/Name</th>
<th>Dates</th>
<th>Lectures</th>
<th>Readings</th>
<th>Online Discussions &amp; Assignments</th>
<th>MyMarketingLab Assessments</th>
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| **Module #1 – Marketing and Strategy** *(Chapter 1 & 2)* | June 16-22 | 1. Introduction to Marketing  
2. Marketing Strategy” | “First Mover Disadvantage”/”Marketing Concept what it is…” | “What’s Your SWOT?” | Chapter 1 – Review test; Jonas Soda Video; “What is Marketing?” Sim |
| **Module #2 – Collecting Information Demand Forecasting** *(Chapter 3)* | June 23-29 | 1. Collecting Marketing Information  
2. Forecasting Demand | “Predicting the Future” | | Chapter 3 – Review test; Radian 6 Video; The Marketing Environment Sim |
| **Module #3 - Marketing Research and Consumer Markets** *(Chapter 4 & 6)* | June 30-July 6 | 1. Conducting Marketing Research  
2. Consumer Analysis (Drug Adherence) | “Intergenerational Influence on Brand Preferences” | | Chapter 4 – Review test; GawkerMedia-Personnel Video; Market Research Sim |
<p>| <strong>Module #4 – Business Markets</strong> <em>(Chapter 7)</em> | July 7-13  | “Customer Value Propositions in Business Marketing”/”Committee to Buy into B2B” | “When Service Means Survival” | | Chapter 7 – Review test; Radian 6 Video; B2B Sim Mid-term Exam – Chap 1-4, 6-7 (July 10 @6:00) |
| <strong>Module #5 – Market Segment</strong> | July 14-20 | “Defeating Feature Fatigue” | “Weak Brands” | | Chapter 8 – Review test; |</p>
<table>
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<tr>
<th>and Brand Equity (Chapter 8 &amp; 9)</th>
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<th>Meredith Corp Video; Segmentation, Targeting Sim</th>
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<td>Chapter 9 – Review test; Money Matters Video</td>
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<tr>
<td>Module #6 – Pricing (Chapter 14)</td>
<td>July 21-27</td>
<td>Consulting Cases Due!!</td>
<td>Chapter 14 – Review test; Blackbird Guitars Video; Pricing Sim</td>
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<td>Module #7 – Channels &amp; Mass Communication (Chapter 15 &amp; 18)</td>
<td>July 28-August 3</td>
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<td>Chapter 15 – Review test; IMC Sim</td>
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<tr>
<td>Module #8 – Personal Communications (Chapter 19)</td>
<td>August 4-7</td>
<td>“The Content Marketing Paradox”</td>
<td>Chapter 19 – Review; Zifty.com Video; Personal Selling Sim</td>
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<td>Final Exam Chapters 8-9, 14-15, 18-19 (Aug 7 @ 6:00)</td>
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**STUDENT SERVICES**

**Access, Disability and Communication**

- Students who have a health condition or disability, which may require accommodations in order to participate effectively in this course, should contact the Disability Access Services Office. Information about your disability is confidential.
  
  - 144 Millennium Student Center
  - Phone: (314) 516-6554
  - Website: [http://www.umsl.edu/services/disabled/](http://www.umsl.edu/services/disabled/)

- If you have difficulty communicating in English with the instructor of this course, contact the Office of International Students and Scholar Services:
### Technical Support

- **My Gateway (Blackboard):** If you have problems logging into your online course, or an issue within the course site, please contact the [Technology Support Center](http://www.umsl.edu/technology/tsc/):
  - Phone: (314) 516-6034
  - Email: helpdesk@umsl.edu
  - Website: [http://www.umsl.edu/technology/tsc/](http://www.umsl.edu/technology/tsc/)

- **Wimba:** If you have any questions regarding Wimba Classroom and Wimba Voice Tools, contact the [Faculty Resource Center](http://www.umsl.edu/technology/frc/):
  - Phone: (314) 516-6704
  - Email: frc@umsl.edu
  - Website: [http://www.umsl.edu/technology/frc/](http://www.umsl.edu/technology/frc/)

- **Outside normal office hours,** you may also contact Wimba for 24/7 assistance:
  - Phone: (866) 350-4978
  - Email: technicalsupport@wimba.com

### Academic Support

- **The Online Writing Lab:** At our My Gateway site, students can send their papers to our tutors, who will read them and send them back with suggestions. Students can also access SafeAssign, which identifies quoted material in their essays.
  - Visit the online Writing Lab page on MyGateway to submit drafts online.
  - We try to respond within 48 hours, but it may take longer, so allow ample time.

- **NetTutor:** Online tutoring in many subjects is now available through NetTutor. In your courses on MyGateway, click on Tools and select NetTutor® to log in.

### Student Services:

- **The Center for Student Success** offers assistance tailored to specific student needs.
  - 225 Millennium Student Center
- Phone: (314) 516-5300
- Email: css@umsl.edu
- Website: http://www.umsl.edu/services/css/