



Course	MKT 6301-001 Marketing Management
Learning Facilitator	Dr Grooms, <i>Henley Business School</i> (HBS-UK) PhD
Term	Spring 2012 January - May
Class: F2F & Internet	Tuesday 1:00p - 3:45p SOM 2.717
Map: Class Location	http://www.utdallas.edu/maps
Technical Support	Email: assist@utdallas.edu Call Helpdesk 972.883.2911

Professor Profile

Education	PhD - MBA - MS - BS
Disciplines	Marketing, International Business, Law & Economics
Experience	Executive - Business Owner - Author - Advisor - Researcher
Office Location	GroomsGlobal@grandecom.net
Email Address	GroomsGlobal@grandecom.net
Office Hours	By Appointment
Website	http://www.mkintel.org

Years of business experience in just weeks. - Thomas Fletcher Grooms

No difference between work and learning. - Thomas Fletcher Grooms

We are in the Excellence business; not the Perfection business. - Thomas Fletcher Grooms

I raise the bar and I raise intelligence. - Thomas Fletcher Grooms

Universities are no more than their faculties. - Thomas Fletcher Grooms

Students are no more than their life-long learning. - Thomas Fletcher Grooms

If you were told that you had one only hour to cut down a tree, how many of you would spend the first forty-five minutes sharpening their ax - much like an education. - Thomas Fletcher Grooms

Vision Statement

The **vision** of the UTD Graduate School of Management is to be the information source of choice for corporate directors, senior management and institutional investors seeking guidance to effectively discharge their duties.

UTD : To be one of the nation's best public research universities and one of the great universities of the world.

Mission Statement

The **mission** of UTD Graduate School of Management is to provide corporate directors, senior management and institutional investors practical, timely, in-depth understanding and guidance regarding the opportunities, responsibilities and risks associated with their fiduciary responsibilities.

UTD : The University is committed to (1) producing engaged graduates, prepared for life, work, and leadership in a constantly changing world, (2) advancing excellent educational and research programs in the natural and social sciences, engineering and technology, management, and the liberal, creative, and practical arts, and (3) transforming ideas into actions that directly benefit the personal, economic, social, and cultural lives of the citizens of Texas.

Course Texts

The world is a book and those who do not travel read only a page. - Saint Augustine

Author	Textbook	Edition	ISBN	Copyright	Books	Publisher
Clason	The Richest Man in Babylon	1st	978-14382-4356-6	1926	Required	Signet Penguin CreateSpace
Bastiat	The Law	2 nd Or 3 rd	1-57246-073-3	1998	Required	Foundation for Economic Education
Kotler Keller	Marketing Management	14th	978-0-13-210292-6	2012	Required	Pearson Prentice Hall

* The Richest Man in Babylon and The Law can be acquired in any bookstore or online *

COURSE REQUIREMENTS

Course Outline

Part 1: Understanding Marketing Management

Chapter 1. Defining Marketing for the 21st Century

Chapter 2. Developing Marketing Strategies and Plans

Part 2: Capturing Marketing Insights

Chapter 3. Gathering Information and Scanning the Environment

Chapter 4. Conducting Marketing Research and Forecasting on Demand

Part 3: Connecting with Customers

Chapter 5. Creating Long-term Loyalty Relationships

Chapter 6. Analyzing Consumer Markets

Chapter 7. Analyzing Business Markets

Chapter 8. Identifying Market Segments and Targets

Part 4: Building Strong Brands

Chapter 9. Creating Brand Equity

Chapter 10. Crafting the Brand Position

Chapter 11. Competitive Dynamics

Part 5: Shaping the Market

Chapter 12. Setting Product Strategy

Chapter 13. Designing and Managing Services

Chapter 14. Developing Pricing Strategies and Programs

Part 6: Delivering Value

Chapter 15. Designing and Managing Integrated Marketing

Chapter 16. Managing Retailing, Wholesaling, and Logistics

Part 7: Communicating Value

Chapter 17. Designing and Managing Integrated Marketing Communications

Chapter 18. Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations

Chapter 19. Managing Personal Communications: Direct and Interactive Marketing, Word of Mouth, and Personal Selling

Part 8: Creating Successful Long-Term Growth

Chapter 20. Introducing New Marketing Offerings

Chapter 21. Tapping into Global Markets

Chapter 22. Managing a Holistic Marketing Organization

Definition of an Entrepreneur:

No Money

No Assets

No Business

No Customers

No Idea!

- Thomas Fletcher Grooms

General Course Information

Pre-requisites	None
Course Description	<p>This course introduces the fundamentals of marketing through a series of decision problems encountered by marketing managers. The course emphasizes marketing strategy, planning, and control. The topics to be covered include marketing management, buyer behavior, product policy, pricing strategy, distribution, communications, sales management, promotion, competitive strategy, and marketing research. In all these decisions, the emphasis would be on the use of analysis of facts and data commonly used in the industry. Exams will test application of principles to marketing management decision situations. In summary, as you move through this course of study, it is hoped that a better understanding of the way the world works will emerge, along with some ideas of better ways to achieve servant leader goals with a touch of ethics.</p> <p>There are four key elements of instruction:</p> <ol style="list-style-type: none">1. Learning by Doing: Developing a strategic marketing management plan for a new product or service or market entry2. Learning through lectures and dialogue3. Learning through case analyses4. Learning through electronic media
Learning Outcomes	Become proficient in case analysis to solve marketing management problems and make appropriate recommendations. Use Excel if necessary to solve marketing management problems.
Course Objectives	<ol style="list-style-type: none">1. <u>understand</u> the environmental and cultural approach to marketing management.2. <u>identify</u> a formal marketing management theory and functions.3. <u>comprehend</u> the background of several key problem areas of marketing management for through examination of past and recent issues.4. <u>analyze</u> a real-world business turnaround.5. <u>relate</u> how to be able to use host country and third country nationals in marketing management.6. <u>realize</u> the importance of the impact of government policies on marketing management.7. <u>identify</u> the issues involved with joint venture marketing management decision making.8. <u>gain</u> an understanding of the factors used in the difficulties

	<p>involved when evaluating competition and the different types of strategies used to offset competition.</p> <p>9. <u>demonstrate</u> the ability to define a problem.</p> <p>10. <u>explain</u> how to collect data and analyze it statistically in relation to the marketing management function.</p> <p>11. <u>demonstrate</u> an <u>understanding</u> in analyzing strategic alliances.</p> <p>12. <u>explore</u> internalizing marketing management techniques.</p> <p>13. <u>conduct</u> domestic and international product comparison studies.</p> <p>14. <u>understand</u> the process involved in the research and analysis necessary to develop strategic marketing management decisions.</p> <p>15. <u>develop</u> a global marketing management strategy.</p> <p>16. <u>analyze</u> class presentations and discussions through observations in the classroom.</p> <p>17. <u>develop</u> a logical process for <u>analyzing</u>, <u>understanding</u>, and <u>practicing</u> the marketing management obligation in ethics.</p> <p>18. <u>learn</u> to be better leaders in our families, work, and communities.</p> <p>19. <u>employ</u> technology to <u>produce</u> class material and <u>explore</u> related information resources to demonstrate <u>understanding</u> of the essential relationships among the elements of the marketing management governance model.</p> <p><i>Those who cannot remember the past are condemned to repeat it.</i> - George Santayana</p>
--	---

"Learning is not attained by chance. It must be sought for with ardor and attended to with diligence." - Abigail Adams

Recommended Readings

Professor Reference Recommendation of Books Be Purchased – Read in Sequence As Listed - Kept For Making Money

Graham, Benjamin. (2003) Revised Edition. The Intelligent Investor

Weatherford, Jack. (1997). The History of Money

von Mises, Ludwig. (1981). The Theory of Money and Credit

Professor Reference Recommendation of Books Be Purchased – Read in Sequence As Listed - Kept For Health

Campbell, T. Colin and Campbell, Thomas M. (2006). The China Study: Diet, Weight Loss, Health

Professor Reference Recommendation of Books Be Purchased – Read in Sequence As Listed - Kept As Understanding 20th Century

Massie, Robert. (1967). Nicholas and Alexandria

Pasternak, Boris. (1957). Doctor Zhivago

Wouk, Herman. (1971). The Winds of War

Wouk, Herman. (1978). War and Remembrance

Professor Reference Recommendation of Books Be Purchased – Read in Sequence As Listed - Kept As Understanding 21st Century

Martin, Malachi. (1990). The Keys of This Blood

Orwell, George. (1949). 1984

Orwell, George. (1946). Animal Farm

Huxley, Aldous. (1932). Brave New World

Professor Recommendation of Books Be Purchased – Read - Kept As Future Scholar Reference

Baldrige, Letitia. (1993). New Complete Guide to Executive Manners.

Rawson Associates, Macmillan. ISBN: 0-89256-362-1. World Etiquette

Brosseau, Jim. (2002). Social Graces: Words of Wisdom on Civility in a Changing Society. Town&Country Hearst Books - Sterling Publications. ISBN: 1-58816-080-7.

Clason, George S. (1926). The Richest Man in Babylon. Signet Penguin Books.

Stanley, T. J. (2000). The Millionaire Mind.

Kansas City, MO: Andrews McMeel Publishing. ISBN: 0-7407-1858-4.

Bastiat, Frederic. (1998). The Law. (2nd ed.). Irvington-on-Hudson, NY: Foundation for Economic Education. ISBN: 1-57246-073-3.

Peale, Norman Vincent. (1942). The Power of Positive Thinking.

New York, NY: Doubleday. ISBN: 0-385-41635-0.

Campbell, Joseph. (1988). The Power of Myth. Broadway. ISBN: 978-03-8524774-0.

Reading of *The Wall Street Journal* on a regular basis will be especially helpful in dealing with issues of current interest to this class.

WSJ Wall Street Journal

Below is the link to view the 10 minute video WSJ 101:

<http://link.brightcove.com/services/player/bcpid1726689925?bctid=5281372001>

What is past is prologue. - William Shakespeare

Methods for Assessing Outcomes

1. Weighting

Tests, exams, and all other requirements for credit compose the grade

2. Grades and Academic Work

The GPA grading system adopted for this courses is:

LEARNING VALUE			
A = Perfect Work	A+ (100- 98%)	A (97-95%)	A- (94-90%)
B = Excellent Work	B+ (89- 88%)	B (87-85%)	B- (84-80%)
C = Quality College Work	C+ (79-78%)	C (77-75%)	C- (74-70%)
D = Unsatisfactory	D+ (69-68%)	D (67-60%)	D- (59-50%)
F = Unacceptable	F (below 50%)	F (below 50%)	F (below 50%)

3. Late Paper Policy

Late = Make A to get B

1 Day Late = Make A to get C

2 Days Late = Make A to get D

3 Days Late = F

4. Assessing Outcomes

It is important for the student to remember that it is unusual to achieve high marks for expected effort. Each scholar's work and performance will be assessed on a daily basis in the form of class participation, prior preparation and knowledge of assigned material, and work submitted. Each class is in effect a "test". The research paper is expected to be well-written in an acceptable format and should demonstrate an understanding of the methods and principles developed during the class. All work must be of undergraduate quality. Less than undergraduate quality work is unacceptable. Note, you will never be graded (good or bad) related to the position you take (i.e., for or against a certain moral or issue). Your grade will evolve from the quality and defense of your opinion.

5. Course Strategy

THINK and WORK and STUDY and LEARN

6. Course Requirements

1. No walking out during class or having beepers turned on
2. Read all assignments
3. Participate in class discussions and demonstrations
4. Take scheduled tests
5. Complete class assignments on time and in a professional manner

7. Method of Instruction

1. Lectures
2. Group discussions
3. Strategy demonstrations
4. Student field projects and presentations
5. Writing across the Curriculum, Technology across the Curriculum, and Critical Thinking Across the Curriculum is combined in the student demonstrations, presentations, lesson assignments, and writing requirements.

Students seemed to be more concerned with tests and grades; whereas, I am more concerned with scholarly learning. - Thomas Fletcher Grooms

8. Graded Material and Relative Weight

Your final grade will be based on a combination of all grades received.

Measurement	Assignment	% of Grade
1	Midterm Exam	50%
2	Final Exam	50%
TOTAL	<i>Well Done!</i>	100%

* Including:

- (a) Daily class scholar discussions and class participation
- (b) Read assigned chapter before coming to class – be prepared
- (c) Attitude
- (d) Dress
- (e) Communication (speaking, writing, reading, listening)
- (f) Social Interaction
- (g) Literacy (computer, media, quantitative)
- (h) Scholars will be evaluated both objectively and subjectively

The only dumb question is the one that you do not ask. – Thomas Fletcher Grooms

9. Attendance and Preparation

Class attendance and preparation is essential in order to gain a full understanding of course material core concepts and real-world applications to business and life. The student is responsible for reading the chapter to be covered in class BEFORE he or she comes to class or goes on-line. Your attendance is the greatest predictor of your success.

If you are absent, you are responsible for all material covered during your absence. You are to acquire a class study partner for such incidents. Two tardies are reported as one absence. Class attendance will be taken in each class. Students are expected to show 90% attendance in this course.

A performance grade will be given for those students who stop attending if they do not qualify for a "W" or an "I".

10. Class Participation

Class participation grade is subjective and will be based on :

1. Preparation for the class: whether the student has read the case, understands the issues and concepts involved BEFORE the class begins.
2. Participation: whether the student participates in the discussion and contributes to the analysis and is a contributor to the class.
3. Participation credit is based on scholar contributions to class discussions in each class. Poor attendance will have an effect on your final grade since no participation credit will be given for missed classes.

11. Interaction

Defense of arguments and position viewpoints among scholars is expected and is quite important to the class. Thus, scholars must come to class having read & analyzed the assigned material and be prepared to contribute their views on each topic. At the level of analysis conducted in this class, there is often not a single best answer. There is an array of alternatives to be identified, evaluated, and compared.

12. Make-up work

TBD at professor discretion.

13. Extra Credit

There is no provision for extra credit. Do not ask.

14. Final Course Grades

Each faculty member has the right either to post or not to post final course grades for each class. Final course grades provided to a student by a faculty member may not be relied upon as official.

Students may access their official final grades through Official grade reports obtained only through the UTD Registrar's Office.

The Registrar's Office will mail grades to a student. The UTD policy is that all accounts must be paid in full before a student can receive transcripts. Students are not permitted to telephone the professor, contact the dean's office, or use e-mail to inquire about their final grade.

According to FERPA, faculty may not provide final grade information to students via telephone, email, posting or any other source which might compromise student confidentiality.

Please understand that this policy is for the purpose of protecting the privacy of your grades in compliance with the law.

15. Children In Classes and Unaccompanied Children

Minor children of UTD students are not permitted to attend class with their parents. Furthermore, minor children may not be unaccompanied at any location or property where classes are taught. If a minor child is brought to the campus or any location where classes are taught, the child must be accompanied by an adult at all times. For their safety and welfare, unaccompanied children on the campus will be escorted to the Campus Security Office and the parents or guardians will be summoned to pick them up immediately.

16. Class Disturbance Policy

Anyone constituting a problem or disturbance in class will be asked to leave. This will result in a letter lower grade or dismissal from the course at professor discretion.

17. Walking Out of Class

Any scholar who walks out of class during class without prior permission before the class is dismissed or without the Professor's permission will receive an 'F' in the course and may be invited to leave the university as this behavior is unacceptable.

18. Taping Lecture Policy

No tape recorders or recording of class lectures or class sessions as this is copyrighted material.

19. Cell Phone Policy

Classroom disruption by cell phones and paging devices is prohibited. A student facing the possibility of receiving emergency calls may leave the device on silent or vibrate during class only if the professor is previously informed. Otherwise, all cell phones and pagers must be turned off at the beginning of class. Routine work-related calls or personal calls from friends are not considered emergencies. Most courses offer break times to attend to these types of calls.

Professor Policy: Use during class on silent and vibrate. Multitasking is permitted as this is the world.

20. Mentor

Did you know that 95% of the people do not think? And fewer, ever have a true mentor for life. When you study the lives of role models who have achieved success - people who are servant leaders and practice ethical standards in their daily life; yet, still achieve success by being honest, do you not think it is time you thought about yours?

Mentor Guide

Mentor

Socrates

Leonardo di Vinci

Ezra Pound

Tchaikovsky

Hawthorne

Louis Sullivan

Red Skelton

Emerson

You

Mentee

Plato

Raphael

T.S. Eliot

Rachmaninoff

Melville

Frank Lloyd Wright

Lucille Ball

Thoreau

Who ?

UTD Course Policies

Student Conduct and Discipline

The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UTD printed publication, *A to Z Guide*, which is provided to all registered students each academic year.

The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the *Rules and Regulations, Series 50000, Board of Regents, The University of Texas System*, and in Title V, Rules on Student Services and Activities of the university's *Handbook of Operating Procedures*. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in

interpreting the rules and regulations (SU 1.602, 972/883-6391) and online at <http://www.utdallas.edu/judicialaffairs/UTDJudicialAffairs-HOPV.html>

A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

Academic Integrity

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

Scholastic Dishonesty, any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted materials, including music and software. Copying, displaying, reproducing, or distributing copyrighted works may infringe the copyright owner's rights and such infringement is subject to appropriate disciplinary action as well as criminal penalties provided by federal law. Usage of such material is only appropriate when that usage constitutes "fair use" under the Copyright Act. As a UT Dallas student, you are required to follow the institution's copyright policy (Policy Memorandum 84-I.3-46). For more information about the fair use exemption, see <http://www.utsystem.edu/ogc/intellectualproperty/copypol2.htm>

Email Use

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty and staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts

Withdrawal from Class

The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog.

Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.

Student Grievance Procedures

Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's *Handbook of Operating Procedures*. In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates, hereafter called "the respondent". Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.

Incomplete Grades

As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of "F".

Disability Services

The goal of Disability Services is to provide students with disabilities equal educational opportunities. Disability Services provides students with a documented letter to present to the faculty members to verify that the student has a disability and needs accommodations. This letter should be presented to the instructor in each course at the beginning of the semester and accommodations needed should be discussed at that time. It is the student's responsibility to notify his or her professors of the need for accommodation. If accommodations are granted for testing accommodations, the student should remind the instructor five days before the exam of any testing accommodations that will be needed. Disability Services is located in Room 1.610 in the Student Union. Office hours are Monday – Thursday, 8:30 a.m. to 6:30 p.m., and Friday 8:30 a.m. to 5:00 p.m. You may reach Disability Services at (972) 883-2098. Guidelines for documentation are located on the Disability Services website at

<http://www.utdallas.edu/disability/documentation/index.html>.

Religious Holy Days

The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.

The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.

If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.

These descriptions and timelines are subject to change at the discretion of the Professor.

Class Demeanor

Professor Policy: Inappropriate remarks or disruptions will result in dismissal from class.

Course Schedule

The Professor reserves the right to make changes to the syllabus as necessary. However, such changes generally will apply to the course schedule of activities, not to the area of grade composition. It is the scholar's responsibility to be aware of any changes made during this course.

Required

Students are to come to each class with 3 excellent questions written out - once used - trashed and replaced.

Required: Students are to come to each class with 3 excellent quotes or words of wisdom written out - once used - trashed and replaced.

Rags to Riches

Rags make paper

Paper makes money

Money makes banks

Banks make loans

Loans make poverty

Poverty makes rags

- Thomas Fletcher Grooms

“The significant problems we face in life cannot be solved at the level of thinking at which we created them.”- Albert Einstein

Session	PRE-ASSIGNMENT BEFORE FIRST CLASS	ASSIGNMENT DUE
Prior Week 1 Any day January	Pre-Assignment Before First Class Read The Law Read The Richest Man in Babylon <u>Required Hand-written Assignment for Each Class</u> Students are to come to each class with a set of excellent questions and once used then trashed and replaced as on: 1) One excellent question of substance on current events 2) One excellent question of substance related to Business as starting a business, investing, financing, money, retirement, etc. 3) One excellent question on anything you have always wanted to ask <u>Required Hand-written Assignment for Each Class</u> Students are to come to each class with 3 excellent quotes or words of wisdom and once used then trashed and replaced as from: 1) Any excellent source, favorite Saying, Mother or Father, Family Member, Teacher, etc. 2) Any excellent Reading as a Book, Bible, Article, etc. 3) One excellent Quote from any source or something you have written yourself of advice or wisdom you would want passed on to the world	Send Email to GroomsGlobal@grandecom.net You are to include: Subject Line: UTD MKT 6301 Your Name (include on ALL email communications) Text box: Your Name Complete Home Address Phone Cell Work Work Phone Introduce Yourself Where are you from? History? Family? Interests? Career Interests? Hobbies? Etc. Any comments or specifics I should know or be aware Review All of Syllabus
	ASSIGNMENTS: Check Email Daily for Updates	

LinkedIn is the business meeting; Facebook is the hallway conversation; Twitter is the cocktail party.

CLASS SCHEDULE

MKT 6301-0111 Spring 2012 DAY: Tuesday TIME: 1:00p-3:45p Room: SOM 2.717

SESSION	CLASS ACTIVITY	ASSIGNMENT
Week 1 Tuesday January 17	Introduction to Marketing Management Professor Engaged Lecture & Dialogue Explain : Midterm Exam Final Exam 4 Life Plans Lecture : Majestic Marketing Markets Lecture : Money Map of Marketing	Read Syllabus Read <i>The Law</i> Read <i>The Richest Man in Babylon</i>
	ASSIGNMENT: Check Email Daily for Updates	

SESSION	CLASS ACTIVITY	ASSIGNMENT
Week 2 Tuesday January 24	Professor Engaged Lecture & Dialogue Chapter 1 Defining Marketing for the 21st Century Chapter 2 Developing Marketing Strategies and Plans	Read * Part 1 Understanding Marketing Management Read Chapter 1. Defining Marketing for the 21st Century Chapter 2. Developing Marketing Strategies and Plans
	ASSIGNMENT: Check Email Daily for Updates	

SESSION	CLASS ACTIVITY	ASSIGNMENT
Week 3 Tuesday January 31	Professor Engaged Lecture & Dialogue Capturing Marketing Insights	Read * Part 2 Capturing Marketing Insights Chapter 3. Gathering Information and Scanning the Environment Chapter 4. Conducting Marketing Research and Forecasting on Demand
	ASSIGNMENT: Check Email Daily for Updates	

SESSION	CLASS ACTIVITY	ASSIGNMENT
Week 4 Tuesday February 7	Professor Engaged Lecture & Dialogue Connecting with Customers	Read * Part 3: Connecting with Customers Chapter 5. Creating Long-term Loyalty Relationships Chapter 6. Analyzing Consumer Markets
	ASSIGNMENT: Check Email Daily for Updates	

SESSION	CLASS ACTIVITY	ASSIGNMENT
Week 5 Tuesday February 14	Professor Engaged Lecture & Dialogue Connecting with Customers	Read * Part 3: Connecting with Customers Chapter 7. Analyzing Business Markets Chapter 8. Identifying Market Segments and Targets Happy Valentine's Day !
	ASSIGNMENT: Check Email Daily for Updates	

SESSION	CLASS ACTIVITY	ASSIGNMENT
Week 6 Tuesday February 21	Professor Engaged Lecture & Dialogue Building Strong Brands	Read * Part 4: Building Strong Brands Chapter 9. Creating Brand Equity Chapter 10. Crafting the Brand Position
	ASSIGNMENT: Check Email Daily for Updates	

SESSION	CLASS ACTIVITY	ASSIGNMENT
Week 7 Tuesday February 28	Professor Engaged Lecture & Dialogue Building Strong Brands	Read * Part 4: Building Strong Brands Chapter 11. Competitive Dynamics Happy Valentine's Day !
	ASSIGNMENT: Check Email Daily for Updates	

SESSION	CLASS ACTIVITY	ASSIGNMENT
Week 8 Tuesday March 6	Midterm Exam <i>The Law</i> <i>The Richest Man in Babylon</i>	Life Plans Due: Career Plan Personal Plan
	ASSIGNMENT: Check Email Daily for Updates	

“Cowards die a thousand deaths; the valiant only taste of death but once.” – Julius Caesar

Midterm Exam	Subject Areas Tested	% of Grade
Essay	Test Analysis & Application Theory	5%
Multiple Choice	Test Subject Matter Comprehension and Core	60%
Attendance	Presence on Time	5%
Participation	Contribution to Class	5%
Book	Read Completely <i>The Law</i>	5%
Book	Read Completely <i>The Richest Man in Babylon</i>	5%
Text	Read Completely Text Chapters 1-11	5%
Outside Assignment	Two-2 Page Career Plan	5%
Outside Assignment	Two-2 Page Personal Plan	5%
TOTAL	<i>Well Done!</i>	100%

SESSION	CLASS ACTIVITY	ASSIGNMENT
Week 9 Tuesday March 13	Spring Break	Have Fun !
	ASSIGNMENT: Check Email Daily for Updates	

SESSION	CLASS ACTIVITY	ASSIGNMENT
Week 10 Tuesday March 20	Professor Engaged Lecture & Dialogue Shaping the Market	Read * Part 5: Shaping the Market Chapter 12. Setting Product Strategy Chapter 13. Designing and Managing Services
	ASSIGNMENTS: Check Email Daily for Updates	

SESSION	CLASS ACTIVITY	ASSIGNMENT
Week 11 Tuesday March 27	Professor Engaged Lecture & Dialogue Shaping the Market Delivering Value	Read * Part 5: Shaping the Market Chapter 14. Developing Pricing Strategies and Programs * Part 6: Delivering Value Chapter 15. Designing and Managing Integrated Marketing
	ASSIGNMENTS: Check Email Daily for Updates	

SESSION	CLASS ACTIVITY	ASSIGNMENT
Week 12 Tuesday April 3	Professor Engaged Lecture & Dialogue Delivering Value Communicating Value	Read * Part 6: Delivering Value Chapter 16. Managing Retailing, Wholesaling, and Logistics * Part 7: Communicating Value Chapter 17. Designing and Managing Integrated Marketing Communications
	ASSIGNMENTS: Check Email Daily for Updates	

SESSION	CLASS ACTIVITY	ASSIGNMENT
Week 13 Tuesday April 10	Professor Engaged Lecture & Dialogue Communicating Value	Read * Part 7: Communicating Value Chapter 18. Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations Chapter 19. Managing Personal Communications: Direct and Interactive Marketing, Word of Mouth, and Personal Selling
	ASSIGNMENTS: Check Email Daily for Updates	

SESSION	CLASS ACTIVITY	ASSIGNMENT
Week 14 Tuesday April 17	Professor Engaged Lecture & Dialogue Creating Successful Long-Term Growth	Read * Part 8: Creating Successful Long-Term Growth Chapter 20. Introducing New Marketing Offerings Chapter 21. Tapping into Global Markets
	ASSIGNMENTS: Check Email Daily for Updates	

SESSION	CLASS ACTIVITY	ASSIGNMENT
Week 15 Tuesday April 24	Professor Engaged Lecture & Dialogue Creating Successful Long-Term Growth	Read * Part 8: Creating Successful Long-Chapter 22. Managing a Holistic Marketing Organization
	ASSIGNMENTS: Check Email Daily for Updates	

“Security is mostly a superstition. It does not exist in nature, nor do the children of men as a whole experience it. Avoiding danger is no safer in the long run than outright exposure. Life is either a daring adventure, or nothing.” - Helen Keller

