MKTM500 — Marketing Management, 3.0 hours

PROFESSOR

Cindy received her Ph.D. in Technology Management at Indiana State University, her Masters in Technical & Professional Communication from East Carolina University, and she earned her Baccalaureate Degree in English from Hilbert College.

Cindy has over 25 years of higher education teaching experience in management, project management, operations management, technology management, communication, and more. She has also developed over 30 new business courses, and she works extensively with prior learning assessment, as well as ePortfolio development and assessment.

For several years Cindy was a Technical Writer for Prentice Hall on a contractual basis, planning, writing and editing technical manuals and computer textbooks. She also worked periodically as a training consultant developing, planning and implementing specific software training seminars, leadership training, and planning facilitated meetings. She is a member of AAEEBL (The Association for Authentic, Experiential, and Evidence-Based Learning. As an association member, she is an Executive Co-Editor of The AAEEBL Review (AePR) Journal. She is also a member of Project Management Institute (PMI) and International Facilities Management Association (IFMA).

CONTACT INFORMATION

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ONLINE SUPPORT (IT) AND MOODLE NAVIGATION:

All members of the Lakewood University community who use the University's computing, information or communication resources must act responsibly. Support is accessible by calling 1-800-517-0857 option 2 or by emailing info@lakewood.edu

BOOKS AND RESOURCES

Dawn Iacobucci. Marketing Management. 6th ed. Cengage.

EVALUATION METHOD

Graded work will receive a numeric score reflecting the quality of performance.
Course Requirement Summary

- Assignments - Total of 40 Points
- Weekly Writing Forums - Total of 230 Points

- Midterm - 100 Points
- Marketing Plan - 80 Points (Counts as Final Submission)

GRADING SCALE

Graded work will receive a numeric score reflecting the quality of performance as given above in evaluation methods. The maximum number of points a student may earn is 240. To determine the final grade, the student's earned points are divided by 240.

Your overall course grade will be determined according to the following scale:

A = (90% -100%)
B = (80% - 89%)
C = (70% - 79%)
F < (Below 70%)

ACADEMIC INTEGRITY/ PLAGIARISM:

Cheating (dishonestly taking the knowledge of another person whether on a test or an assignment and presenting it as your work) and plagiarism (to take and pass off as one's own the ideas or writing of another) are a serious issue. While it is legitimate to talk to others about your assignments and incorporate suggestions, do not let others "write" your assignments in the name of peer review or "borrow" sections or whole assignments written by others. We do get ideas from life experiences and what we read but be careful that you interpret these ideas and make them your own.

I am aware that many types of assignments are available on the internet and will check these sources when there is legitimate suspicion.

Penalty is a zero on the assignment. In cases where there is a major or continuous breach of trust, further discipline, such as an "F" in the course, may be necessary.

The major consequence of any form of cheating is damage to your character and the result of trust and respect.

DISABILITY ACCOMMODATIONS

Students who have a disability and wish to request an academic accommodation should contact Jim Gepperth, the Disabilities Services Coordinator and Academic Dean. The student can request an accommodation at any time although it is encouraged to do so early in the enrollment process. The student should complete an accommodation request form which begins a conversation between the school and the student regarding the nature of their disability and an accommodation that would help the student succeed in their program. The school may request documentation regarding the disability to address the accommodation request effectively. The school will communicate to the student the type of accommodation arranged. This process typically follows a team approach, bringing together persons from the academic department (including the instructor) and personnel from other departments as necessary. Additional information on disability accommodations may be found in the Lakewood University Catalog.

Disability Services Email: disabilityservices@lakewood.edu

SUPPLEMENTAL TEXTS

You can use the following resources to assist you with proper source citation.

American Psychological Association Style Guide- https://www.mylakewoodu.com/pluginfile.php/118179/mod_resource/content/1/APA%20Style%20Guide%207th%20edition.pdf

The Purdue OWL website is also a helpful resource for students. Here is a link to the OWL website: https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html

LIBRARY

Mary O'Dell is the Librarian on staff at Lakewood University

She is available by appointment. You can make an appointment with her by emailing her at modell@lakewood.edu or call at 1-800-517-0857 X 730

You may also schedule a meeting at this link: https://my.setmore.com/calendar#monthly/r3a761583354923270/01032020

She can assist you with navigating LIRN, research, citations etc.

SUPPORT

Each student at Lakewood University is assigned a Success Coach. Your Success Coach exists to assist you with academic and supportive services as you navigate your program. They will reach out to you, often, to check-in. Please use the resources they offer.

Student Services is available to assist with technical questions regarding Lakewood University and all services available to you.

1-800-517-0857 option 2
info@lakewood.edu
studentservices@lakewood.edu

CAREER SERVICES

Students are offered Career Services at any point as they journey their academics at Lakewood University.

1-800-517-0857 option 2
careerservices@lakewood.edu

LESSONS

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #1	• Marketing Management: Why is it Important?	Study Course Syllabus Read Chapters 1 & 2 Participate in the Writing Forum Participate in the Marketing Plan Forum Complete Writing Assignment 1 Lesson Evaluation	Assignment due upon completion of the lesson	Objective 1 Objective 2
TITLE Lesson #2	**COURSE TOPIC** • Market Segmentation, Targeting, and Positioning	**READINGS/ASSIGNMENTS** Read Chapters 3, 4, 5 Participate in the Writing Forum Complete Writing Assignment 2 Lesson Evaluation	**DUE** Assignment due upon completion of the lesson	**OBJECTIVES** Objective 3 Objective 4 Objective 8
TITLE Lesson #3	**COURSE TOPIC**	**READINGS/ASSIGNMENTS**	**DUE**	**OBJECTIVES** Objective 4

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
	• Products, Brands and Innovation	Read Chapters 6, 7, 8 Participate in the Writing Forum Complete Writing Assignment 3 Lesson Evaluation	Assignment due upon completion of the lesson	Objective 6 Objective 8

TITLE Lesson #4	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
	• Pricing and Distribution Channels	Read Chapters 9 & 10 Participate in the Writing Forum Mid-term Exam Lesson Evaluation	Mid-term exam due upon completion of the lesson	Objective 2 Objective 4 Objective 6 Objective 7

TITLE Lesson #5	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
	• Advertising, Integrated Marketing, and Social Media	Read Chapters 11, 12, 13 Participate in the Writing Forum Complete Writing Assignment 4 Lesson Evaluation	Assignment due upon completion of the lesson	Objective 5 Objective 7 Objective 8

TITLE Lesson #6	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
	• Customer Relationship, Satisfaction and Marketing Research Tools	Read Chapters 14 & 15 Participate in the Writing Forum Lesson Evaluation	Assignment due at the completion of this lesson	Objective 2 Objective 6

TITLE Lesson #7	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
	• Marketing Strategy	Read Chapters 16 Participate in the Writing Forum Lesson Evaluation	Assignment due at the completion of this lesson	Objective 6 Objective 7 Objective 8

TITLE Lesson #8	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
	• The Marketing Plan - Putting it all Together	Read Chapter 17 Participate in the Writing Forum Submit Final Marketing Plan Request the Next Course Lesson Evaluation THANKS FOR A GREAT CLASS	Submit final Marketing Plan due upon completion of the lesson	Objective 1 Objective 2 Objective 3 Objective 4 Objective 5 Objective 6 Objective 7 Objective 8

DESCRIPTION

This course will introduce students the management process of marketing. They will be introduced to the development of strategies and planning for product or services, advertising, promotions, sales to reach desired customer segment and create a brand positioning.

Program Objectives

1. Describe the marketing framework
2. Explain the psychological science underlying consumers' behaviors
3. Discuss the importance of market segmentation, targeting, and positioning
4. Develop and evaluate price, place, and promotion strategies
5. Assess the effectiveness of various advertising media
6. Identify and apply appropriate marketing research tools
7. Perform situation analyses using the marketing framework

OBJECTIVES

1. **Describe the marketing framework**
2. **Explain the psychological science underlying consumers' behaviors**
3. **Discuss the importance of market segmentation, targeting, and positioning**
4. **Develop and evaluate price, place, and promotion strategies**
5. **Assess the effectiveness of various advertising media**
6. **Identify and apply appropriate marketing research tools**
7. **Perform situation analyses using the marketing framework**
8. **Develop marketing strategies using key marketing metrics**