

MKT 301, MARKETING MANAGEMENT

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I. Contact

Professor	Dr. Angeline Close	Website	http://angelineclose.com/category/teaching/marketing-management/
Office	UNLV College of Business 435 Beam Hall Campus Mail 6010 702. 895.3364 (main) 702.895.5956 (voicemail)	Class Time/ Location	Summer 2011 (Session 2) June 6-July 7 M-F; 11:20am – 12:50pm BEH 103
Marketing Department	Olga Pena Olga.pena@unlv.nevada.edu 416 Beam Hall 702.895.3364	Office Hours	Dr. Close: after class & by appointment Marketing Department: M-F 7:30-4:30

II. Description & Learning Objectives

Why do some companies spend \$2.7 million dollars for 30 seconds of Superbowl airtime? What are the marketing classic principles and the modern ways to apply them? I will introduce you to modern marketing by explaining theories and their business applications. Key areas are strategy, promotions, IMC, advertising, retailing, and consumer behavior (as they relate to the marketing mix). I will supplement your learning with current research on how event marketing and the Internet influence consumer behavior and the consumer experience.

After our course, you should be able to:

- explain the importance of marketing and research to society, the economy, and to you as a consumer
- interpret principles of service marketing, products, place, promotion, and pricing
- critically think, examine, and apply marketing principles
- create a solid platform for further studies and your career

To achieve these objectives, you must devote yourself to reading, participating in class discussions, and critically think.

Required Text: Mktg5 2011-2012 (ISBN-10: 1-111-52809-8) by Lamb, Hair, McDaniel

Websites: Our course site is <http://angelineclose.com/category/teaching/marketing-management>

In addition, the book has a passcode, which you register for access to cutting-edge

resources (downloading notes to your ipod, interactive reviews, etc.). The text website is http://www.mktg4me.com/mktg_1e/student/start.html

Please check our site and your **UNLV email** often for updates.

III. Schedule

Note: This is an intensive, 5 week course. We cover in a day, what we ordinarily cover in a week. Thus, dedication and attendance is crucial to your learning and success.

Week	Date	Topic	The Latest...
1	M 6-6	An Overview of Marketing (Ch. 1)	If you seek the latest trends and research, you are encouraged to check out: *course contracts due in class AdAge
	T 6-7	Strategic Planning for Competitive Advantage(Ch. 2)	
	W 6-8	Ethics and Social Responsibility. (Ch. 3)	
	R 6-9	The Marketing Environment (Ch. 4)	
	F 6-10	Developing a Global Vision (Ch.5)	
2	M 6-13	Consumer Decision Making (Ch. 6)	eBay Case E-Marketing Blunders Peoplemeter Event Marketing Research
	T 6-14	Business Marketing (Ch. 7)	
	W 6-15	EXAM 1 (Class Content & Chapters 1-7)	
	R 6-16	Segmenting and Targeting Markets (Ch. 8)	
	F 6-17	DSS & Marketing Research (Ch. 9)	
3	M 6- 20	Product Concepts (Ch. 10)	Brand Personality Fakes! Blogs
	T 6-21	Developing and Managing Products (Ch. 11)	
	W 6-22	Developing and Managing Products, cont. (Ch. 11)	
	R 6-23	Service Marketing & Nonprofits (Ch. 12)	
	F 6-24	Marketing Channels (Ch. 13) & Supply Chain Management (Ch. 14)	

4	M 6-27	EXAM 2 (Class Content & Ch. 8-14)	
	T 6-28	Retailing (Ch. 15)	<u>Words of Ad Wisdom</u>
	W 6-29	Promotional Planning for Competitive Advantage (Ch. 16)	<u>Lands End Case</u>
	R 6-30	Advertising & Public Relations (Ch. 17)	<u>Netvertising</u>
	F 7-1	Advertising & Public Relations, cont. (Ch. 17)	
5	M 7-4	No Class: Happy Birthday America	
	T 7-5	Sales Promotion & Personal Selling (Ch.18)	
	W 7-6	Pricing Concepts (Ch.19)	
	R 7-7	Final Exam (Cumulative; Emphasis on Retailing, IMC, Advertising/PR, Sales & Pricing, and the big takeaways from the course)	

IV. Policies, Attendance/Participation & Evaluation

Policies: *You are why I am here.* Email is not the best way to discuss course material, as we can better connect in person. I am happy to take time with you during office hours or virtually anytime by appt. Assignments must be typed and handed in on the due date in class. They are not accepted late or via email. The University requires following copyright requirements. UNLV policies on religious holidays are followed. UNLV Honor code and copyright policies are intact.

Attendance/Participation: Attendance and insightful participation is a crucial part to your learning. If you miss an extensive amount of class, it will be recommended that you not receive course credit unless receiving notice from the university of an extenuating circumstance. The Donald says missing meetings means “You’re fired!” To maximize your participation, focus and share your views *each session* to show that you are prepared just like in the business world.

Evaluation:

Exams (3): 33.3% each; attendance/insightful participation rewarded for borderline grades
A = 90-100%; B = 80-89%; C = 70-79%; D = 61%-69%; F= 60% or below

Exams:

The exams are multiple choice, yet necessitate critical thinking. While some questions are definitional, many are application based. I write exams based on readings and class material.

Tests are not given after the sanctioned time nor to a latecomer after an exam is in. Missed tests= 0. The final is cumulative, with emphasis on the material post exam 2.

Contact & Grade Posting:

Exam grades (along with other relevant course material) will be posted on webcampus. Please note that I only use webcampus for grades because we have our class website. Any other class updates will be sent to your UNLV email. Please note that I don't receive messages from webcampus, so contact me via the UNLV address. If you have questions about your email, contact the Student Help Desk at (702) 895-0761, in the Student Union Room 231, or by e-mail: studenthelp@unlv.edu.

Other UNLV Policies to Note:

Academic Misconduct – Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's function as an educational institution. An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the *Student Academic Misconduct Policy* (approved December 9, 2005) located at: <http://studentconduct.unlv.edu/misconduct/policy.html>.

Copyright – The University requires all members of the University Community to familiarize themselves and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. To familiarize yourself with copyright and fair use policies, you are encouraged to visit the following website:

<http://www.unlv.edu/committees/copyright/>.

Disability Resource Center (DRC) – It is important to know that over two-thirds of the students in the DRC reported that this syllabus statement, often read aloud by the faculty during class, directed them to the DRC office. The Disability Resource Center (DRC) coordinates all academic accommodations for students with documented disabilities. The DRC is the official office to review and house disability documentation for students, and to provide them with an official Academic Accommodation Plan to present to the faculty if an accommodation is warranted. Faculty should not provide students accommodations without being in receipt of this plan. UNLV complies with the provisions set forth in Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, offering reasonable accommodations to qualified students with documented disabilities. If you have a documented disability that may require accommodations, you will need to contact the DRC for the coordination of services. The DRC is located in the Student Services Complex (SSC), Room 137, and the contact numbers are: Voice (702) 895-0866, TDD (702) 895-0652, fax (702) 895-0651. For additional information, please visit: <http://drc.unlv.edu/>.

Religious Holidays Policy -- Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday

absence only. It shall be the responsibility of the student to notify the instructor no later than the last day at late registration of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. This policy shall not apply in the event that administering the test or examination at an alternate time would impose an undue hardship on the instructor or the university which could not be avoided. For additional information, please visit:

<http://catalog.unlv.acalog.com/content.php?catoid=1&navoid=44&bc=1>.

Tutoring -- The Academic Success Center (ASC) provides tutoring and academic assistance for all UNLV students taking UNLV courses. Students are encouraged to stop by the ASC to learn more about subjects offered, tutoring times and other academic resources. The ASC is located across from the Student Services Complex, #22 on the current UNLV map. Students may learn more about tutoring services by calling (702) 895-3177 or visiting the tutoring web site at: <http://academicsuccess.unlv.edu/tutoring/>.

UNLV Writing Center – *The following statement is recommended for inclusion in course syllabi:* One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 895-3908. The student's Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: <http://writingcenter.unlv.edu/>

Rebelmail – By policy, faculty and staff should e-mail students' Rebelmail accounts only. Rebelmail is UNLV's Official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students' e-mail prefixes are listed on class rosters. The suffix is always @unlv.nevada.edu.

Course Agreement: Marketing Management (MKT 301, Dr. Close)

I have accessed our course websites, sat down with the syllabus, and I:

- a) understand what is expected from me in this course
- b) will be in class, tuned-in, and keep up with the (actually interesting) readings
- c) will use the resources provided on our (stellar) course websites
- d) know when the test/projects dates are and am committed to them
- e) know that Dr. Close will strive to meet (and exceed) my expectations (e.g., teach you principles of marketing so that you understand them/don't just memorize them, be professional, serve as a positive role model, be there for you to address your questions, respect you and also learn from you) as well.

Print Name: _____

Signed: _____

Date: _____