



## **BAA 605.A11 Marketing Concepts and Practices**

### ***Masters of Business Administration Stetson School of Business and Economics Summer 2008***

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#### **COURSE INFORMATION:**

**Description:** BAA 605 is designed to develop your strategic marketing skills. To accomplish this, this course focuses on the analytical examination and use of the marketing decision-maker's processes. These processes include learning how to develop and execute optimal marketing plans for different types of products, services and not-for-profit environments.

**Textbook:** *Essentials of Marketing, 6<sup>th</sup> ed.* Authors: Lamb, Hair and McDaniel.

**Copyright:** 2009 Cengage Learning

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**ISBN:** (One of these ISBNs is for the paperback edition. To save money, I suggest obtaining the paperback vs. hardbound edition) 13-978-0-324-65620-6

**Purpose:** The purpose of this course is to provide you with an in-depth exposure to all marketing practices and concepts. These include identifying typical marketing "landmines" and learning how to avoid those. Avoiding typical marketing problems is as important as learning how to use and develop positive multiple marketing approaches and options.

**Objectives:** Upon completion of BAA 605, you should . . .

- ☞ Have gained a comprehensive knowledge of strategic marketing practices.
- ☞ Understand different types of marketing plans.
- ☞ Be able to identify how to implement, control, and develop marketing and contingency plans.
- ☞ Know how to accurately measure the effectiveness of marketing programs.
- ☞ Know how to correctly apply an analytical approach to making tenable marketing decisions and changes depending upon the changing dynamics in the marketplace – including those of major competitors.

- ☞ Have gained a working knowledge of marketing strategies for varying market situations and product types, e.g., services, experiential marketing, new products, mature products, highly-promotion products, etc.
- ☞ Have learned to objectively evaluate marketing programs and activities according to whether or not they accomplish their targeted objectives.
- ☞ Gained an understanding of the underlying reasons for shortfalls and successes in different types of marketing planning in today's highly competitive promotion-cluttered marketing environment.
- ☞ Developed an in-depth understanding of a leading-edge marketing concept, e.g., stealth marketing, neuro-marketing, experiential marketing, etc.

### **Class Assignments and Evaluation**

BAA 605 uses a combination of lectures, text readings, case studies, videos, and individual research to provide you with a comprehensive knowledge of marketing concepts and practices in the product, service and not-for-profit sectors.

### **Case Analysis**

The case method differs from other approaches to learning because it requires that you take an active rather than a more passive role in the analysis of problems and formation of alternative courses of action. Because using case analysis is an applied skill, it is something you learn through experience. The more you practice it, the more proficient you become at identifying problems and formulating solutions. *Your responsibilities with the case studies include active participation, interaction, critical evaluation, and effective communication.* The case method requires your individual participation in class discussions. Discussions are based on your and others thorough analysis of the case **before you come to class**. That is, this requires far more than a casual reading of these brief cases.

If you show up for class unprepared, or do not participate in class, this will be reflected in your grade. Clearly, *if you are not in class, you are not able to participate*. If you have any questions about these requirements, check with me now – not later in the semester (brief as this semester is!).

### **Communications Skills**

Well-developed communication skills, both written and oral, are of vital importance to a successful career. Your ability to express yourself has a significant impact on others' perceptions of your performance. Therefore, communications skills will represent a part of your grade in this course. Emphasis will be placed on the ability to make a concise, coherent presentation of your thoughts and findings. Oral presentations will be graded in terms of communications skills. You will be helped to hone your communication skills in this class with guidelines given to you during the first session of our class.

### **Inclement Weather**

If severe weather occurs, classes will be canceled in accordance with the Associate Provost's decision of Mercer-Atlanta. Call the Mercer weather line for information about class cancellations—(678) 547-6111 (Atlanta) or listen to WSB 750 AM.

## Class Attendance

You are expected to attend all class sessions. Participation is essential and, as noted above, **you can't participate if you aren't in class**. Assignments are designed to maximize class participation and discussion; therefore, *excessive absences for which you have not obtained advance permission from me will directly and negatively affect your grade*.

Even if advance notice has been given, *you are responsible for any assignments due on or given on the day of absence*. Unless assignments are turned in on time or in advance, they will be counted as late. **Important note:** Text material will not be covered during lectures. *Lectures complement the text material but do not rehash it*. Therefore, it is your responsibility to ask questions about any material you do not understand after reading and class discussion.

## Assignments

Any group or individual assignments are due at the start of the class period for which they are assigned. If homework or in-class assignments are turned in late, a letter grade will be deducted from the grade that would have been earned. *If you are absent from class, it is your responsibility to determine if an assignment has been made and turn it in on time*. If you are absent when an in-class assignment is done, it will be accepted as on time only at the **start** of the next class period – if that in-class assignment can be made up at all. This means that you must either contact me in advance of your absence or before the next class in order to turn in the assignment on time.

## Tests

Exams must be taken during the scheduled class periods unless an alternative date has been arranged well in advance. Failure to do so will result in a failing grade on that exam.

Exam format (as shown in the actual midterm exam for this course given to you during our first class session) is multiple choice plus one or two brief-answer essay questions. **Note:** In the exam, I ask for the *application* of marketing concepts and practices – *not the recitation of memorized lists*. You must be able to *apply* the concepts taught in BAA 605.

## Protocol for Electronic Submission of Course Work

You bear sole responsibility for ensuring that I receive any papers or assignments submitted electronically to me in a timely manner and in the specified electronic format(s). It is suggested that you keep an email receipt verifying that the document has been received. Also, please retain a copy of the submission for your records.

## Protocol for use of Cell Phones and Pagers

Out of courtesy for all those participating in our class, all cell phones and pagers must be turned off before entering any classroom. **Note for this class:** If an urgent need exists, it will be acceptable to leave these devices on vibrate. If you decide to **answer**, please be sure to do so **outside of the classroom**.

### **Protocol for Wait List**

The names recorded on the wait lists are in order of demand. Wait listed students will be placed into courses as seats become available. Generally speaking, the first student on the wait list will be awarded the first available seat, although circumstances may arise which warrant exceptions to this general principle.

### **Mercer University Honor Code**

Any student who engages in any form of academic misconduct will be subject to the maximum allowed disciplinary action including suspension and expulsion. If you are unsure what constitutes academic misconduct, please consult the Mercer University Bulletin under the heading of "Academic Honesty". For your information, please read the following definition of plagiarism.

**Plagiarism:** The use of ideas, facts, phrases, or additional information such as charts or maps, from any sources, without giving proper credit to the original author. Using direct quotations, paraphrases, or reproductions of any material, which is not of the student's, own authorship without giving proper credit is also considered plagiarism. Failure to reference any such material used is both ethically and legally improper and will result in a grade of F on that document.

### **Students with Disabilities**

Students with a documented disability should inform the instructor *at the close of the first class meeting*. The instructor will refer you to Richard Stilley, Assistant Dean of Campus Life, (678-547-6823) for consultation regarding evaluation, documentation of your disability, and recommendations for accommodation, if needed. To take full advantage of disability services, it is recommended that students make contact immediately. The office is located in the Sheffield Student Center, Rm. 212.

### **Grading**

A =	92 – 100 points
B+ =	87 – 91 Points
B =	82 – 86 Points
C+ =	77 – 81 Points
C =	72 – 76 Points
D =	65 – 71 Points
F =	< 65 Points

The following weights are placed on the respective BA 602 course segments:

Participation and cases (incl. case quizzes)	20%
Mid-term exam	25%
Research paper on an approved leading-edge marketing concept	30%
Presentation of findings from your chosen topic	15%
Final exam	10%
	100%

In the above, you will note that I have designed BAA 605 so that no single area or project outweighs all of the others. Each of us has different strengths. With that in mind, no one area or assignment in BAA 605 cannot be overcome if you do not do especially well in that area, e.g., test-taking. My goal is that you learn as much as possible during our seven weeks together in BAA 605 – and that you gain the use of these concepts and skills in the most practical *and* enjoyable way.

#### **Instructional Design and Additional Notes . . .**

1. I respect your work only if you do. That is, all assignments must be typed/keyed, double-spaced and typo- (i.e., typographical error) free.
2. Quantity is not the issue here; **quality is the issue**. Proofread your papers carefully for accuracy, continuity and clarity.
3. Late work is the equivalent of no work.
4. Together, with the lectures, cases and readings, the course is designed to help you make the essential transition from marketing *theory* to marketing *practice*. Remember, please, that reading the material means understanding and being able to apply the material.
5. Through the use of cases, BAA 605 prepares you to effectively develop and implement the appropriate marketing strategies and implementation. The cases are indicated in the syllabus or provided to you in advance.
6. The pace of study requires reading three chapters per week. I note here, at the outset, keep up with your reading. The reading is scheduled in an essential order for information and is also designed to alleviate unnecessary pressure points for you, e.g., during exam times.
7. The grade weight, allocated to each BAA 605 factor, is shown at the top of this page.

**COURSE SCHEDULE**

This schedule may need to be modified as class progresses. Any changes will be announced in advance in class. You are responsible for any changes announced on days of absence. Please make every effort to keep up with your reading – especially since it is designed to eliminate pressure points, e.g., before the mid-term exam, etc.

Class Period	Assigned Chapters or Other Readings	Topic(s)
<b>Week 1</b> May 19	The course syllabus plus Chapters 1, 2, and 5	Introduction to . . . . <ul style="list-style-type: none"> <li>• My philosophy of the course and teaching</li> <li>• Logistics</li> <li>• Presentation: <i>The psychology of verbal communications</i></li> <li>• Note the case to be prepared for Week 2</li> </ul>
May 26	<i>The course syllabus plus Chapters 1, 2, and 5 (Week 1's readings are intentionally repeated here)</i>	<b>Note: No class due to the Memorial Day Holiday</b>
<b>Week 2</b> June 2	Chapters 7, 8 and 9	<ul style="list-style-type: none"> <li>• Presentation: <i>The psychology of visual communications</i></li> <li>• Case: Entrepreneurship Case P. 232</li> </ul>
<b>Week 3</b> June 9	Chapters 10, 13 and 14	<ul style="list-style-type: none"> <li>• Presentation: <i>Marketing budgeting and adding value-added</i></li> <li>• Case: Entrepreneurship Case P. 437</li> </ul>
<b>Week 4</b> June 16	Chapters 3 and 15	<ul style="list-style-type: none"> <li>• <b>Mid-term Exam</b></li> <li>• Presentation: <i>Finding and using nontraditional media in a pressure-point economy</i></li> <li>• Case: Entrepreneurship Case P. 175</li> </ul>

Class Period	Assigned Chapters or Other Readings	Topic(s)
<b>Week 5</b> June 23	Chapters 4 and 6	<ul style="list-style-type: none"> <li>• Presentation: Your chosen topic; I will prepare this presentation on the marketing topic you want most. This is an example of being customer-driven.</li> <li>• Case: Entrepreneurship Case P. 134</li> </ul>
<b>Week 6</b> June 30	Chapters 11 and 12	<ul style="list-style-type: none"> <li>• Case: Entrepreneurship Case P. 389</li> <li>• Presentation of research paper findings I</li> </ul>
<b>Week 7</b> July 7	None	<ul style="list-style-type: none"> <li>• Presentations of research paper findings II</li> <li>• Case: None</li> </ul>

### Possible marketing topics for your research paper . . .

**Note:** These topics are provided solely to jumpstart your thoughts about *your* research paper topic. There are no “bonus points” attached to your selecting any of the topics I have noted here. Feel free to suggest another topic related to marketing that you would like to research.

**Note:** *I must approve all research topics by the third session of class, June 2, 2008. Papers are due at the time of the presentation of the findings. Maximum length of the paper, excluding footnotes, bibliography, title page, charts, etc. is six (6) pages. Papers are to be keyed, double-spaced, use standard margins, and include a bibliography with a minimum of four reliable sources.*

1. Does neuro-marketing really work?
2. What are new nontraditional media and how can their impact be measured?
3. Accurately measuring marketing performance.
4. The common pitfalls of new marketing campaigns – and how to avoid them.
5. Factors that increase readership in your marketing pieces.
6. Building measurement into your marketing campaign.
7. Reinventing your company, product or service online.
8. Measuring navigation through websites.
9. What’s wrong with the “old” media?

10. What elements are essential for an effective tag line (slogan)?
  11. What separates experiential marketing from service marketing?
  12. Marketing bestseller books in paperback vs. hardcover.
  13. Sponsorship in Second Life (pc gaming) – reaching hard-to-reach target audiences in a different way.
  14. Marketing the results of customer satisfaction scores, e.g., J. D. Powers, etc.
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