

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

BUSI 433

MARKETING MANAGEMENT

COURSE DESCRIPTION

Advanced study of the role and responsibilities of marketing executives. As the capstone course for students concentrating in marketing, emphasis will include analysis of marketing opportunities and problems, planning of objectives and strategies, development of organizational structure and policies, and implementation, control, and evaluation of marketing programs. The case method will be used extensively and students will be required to develop a formal marketing plan for an organization.

RATIONALE

Individuals desiring to serve in a marketing management role must understand the relationships between an organization's marketing strategies and the marketing environment in which the organization operates. An organization can exist for making profit or on a not-for-profit mission. Marketing managers must understand how the marketing function within an organization serves and is served by the other functional units of that organization. This course will emphasize making marketing decisions that optimize the organization's competencies in order to accomplish its stated mission within the market and competitive environment.

I. PREREQUISITES

BUSI 331 and senior status

II. REQUIRED RESOURCE PURCHASES

Click on the following link to view the required resources for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with Internet access (broadband recommended)
- B. Microsoft Word
(Microsoft Office is available at a special discount to Liberty University students.)

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Identify the marketing implications of corporate strategy decisions.
- B. Assess the six macro-environmental forces' and Porter's Five Competitive Forces' impact on market and industry attractiveness.
- C. Select attractive market segments using a five-step process, and determine which strategy (niche-market, mass-market, or growth-market) is appropriate for different opportunities.
- D. Analyze and determine the steps to correctly position a product in the market.
- E. Distinguish the correct market strategies for pioneer companies, market leaders, and market followers.
- F. Determine the correct market strategies for products in mature markets and those in declining markets.
- G. Analyze an organization's external environment and create tactical marketing action plans to deliver value to a target market.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations/notes
- B. Discussion Board forums (4)

To complete each of the four Discussion Board forums, the student is required to submit a thread in response to the instructor's prompt. Each thread should demonstrate college level writing with regard to content and style. (Grading will be based on how well the student's thread demonstrates that he or she has read, understood, and carefully considered the question, the textbook, and any other resource needed to complete the assignment.) Then, the student will submit a substantial reply to another student's thread (minimum of 100 words). All submissions to the Discussion Board must be made no later than Monday evening of the module in which the forum is assigned.

- C. Essays (5)

The student will complete five essays, averaging between 500 and 800 words per essay (word-count is given in directions). The purpose of the essays is for students to fully develop their analytical skills in important areas of marketing management. The essays should demonstrate college-level writing with regard to content and style. Typically, the essays require external research and have multiple parts. Grading will be based on how well the essay demonstrates that the student has read, understood, and carefully considered the question, the textbook, and any other resource needed to complete the assignment. All essays must be submitted no later than Monday evening of the module in which they are assigned.

D. Marketing Plan

A detailed explanation of the marketing plan and a template is provided About Your Course. This plan should be 15-20 double-spaced pages and use at least **10 external sources**, plus the textbook. APA format is required. Grading will be based on how well the paper demonstrates that the student has read, understood, and carefully considered the assignment, textbook and all other resources needed. In addition, grading will be based on how well the student follows and develops the required template for the marketing plan with logical, clear, and correct content.

E. Tests (2)

There are two tests, which will consist of 50 multiple-choice questions taken from the reading. The tests are directly related to reading assignments and chapter outlines within each module. Test 1 covers the content in Chapters 1–9. Test 2 covers the content in Chapters 10–18.

VI. COURSE GRADING AND POLICIES

A. Points

| | |
|--|-------------|
| Discussion Board forum threads (4 at 25 pts ea) | 100 |
| Discussion Board forum replies (at least 4 at 12.5 pts ea) | 50 |
| Essays (5 at 50 pts ea) | 250 |
| Marketing Plan | 300 |
| Test 1 (Chapters 1–9) | 150 |
| Test 2 (Chapters 10–18) | 150 |
| Total | 1000 |

B. Scale

A = 900–1000 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Late Assignment Policy

All late assignments will be penalized one letter grade and then graded.

D. Email

The instructor will only use and respond to Liberty email addresses.

E. Module Order

Students must complete each learning module in order. Also, all assignments must be completed in one module before moving on to the next.

F. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations.

COURSE SCHEDULE

BUSI 433

Textbook: Mullins, *Marketing Management* (2010).

| WEEK/ MODULE | READING & STUDY | ASSIGNMENTS | POINTS |
|-------------------------|------------------------------------|-------------------------------|---------------|
| 1 | Mullins: chs. 1-5 Weblink | Course Requirements Checklist | 0 |
| | | Class Introductions | 0 |
| | | DB Forum 1 Thread | 25 |
| | | Essay 1 | 50 |
| 2 | Review previous week's readings | DB Forum 1 Replies | 12.5 |
| | | Essay 2 | 50 |
| 3 | Mullins: chs. 6-9 Weblink | DB Forum 2 Thread | 25 |
| | | Essay 3 | 50 |
| 4 | Review previous week's readings | DB Forum 2 Replies | 12.5 |
| | | Test 1 | 150 |
| 5 | Mullins: chs. 14-18 Weblink | DB Forum 3 Thread | 25 |
| | | Essay 4 | 50 |
| 6 | Review previous week's readings | DB Forum 3 Replies | 12.5 |
| | | Essay 5 | 50 |
| 7 | Mullins: chs. 10-13 Weblink | DB Forum 4 Thread | 25 |
| 8 | Review previous week's readings | DB Forum 4 Replies | 12.5 |
| | | Marketing Plan | 300 |
| | | Test 2 | 150 |
| TOTAL | | | 1000 |

DB = Discussion Board

NOTE: Each course week (except week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on Friday.