Note: The syllabus is a living document. JNU and the instructor reserve the right to amend as needed.

Lecturer: Michael Barry

Time: Monday through Friday (6/29/2015-7/31/2015);

Teaching hours: 50 hours

Location: Management School

Office: Management School 518

Office Hours: By Appointment

Email: barry@msmary.edu

Course Description

This course provides an opportunity for student to discover the realities of modern marketing in contemporary situations, emphasizing the functional approaches; understanding the competitive environment; Knowledge required in evaluating markets effectively and adjusting to the rapid changes in the global managerial world.
Course Learning Objectives

1. **Terminology** - Students should learn to understand and use the language and terminology used in academia regarding modern marketing. In addition to the language, students will learn various marketing concepts that are helpful in managing and developing marketing plans. To some extent, students learn to apply those concepts.

2. **Theory** - Students should learn various marketing concepts and theories. By the end of this course, students will know how to identify retailing trends, communicating via marketing channels, Pricing strategies and the concepts of creating value for organization products and services. In some cases students learn how to apply concepts discussed.

3. **Attitude** - Students should finish the course with a realistic attitude towards marketing and creating value. For example, students may find out that business use marking techniques and that these techniques are not inherently unethical. On the other hand, the course will not try to convince students that firms that use integrating marketing techniques are great humanitarian or democratic institutions, either. Thus, this course is meant to shape the attitudes of students towards business marketing.

4. **Teamwork** - Students should have the opportunity to work in teams and gain experience in teamwork and cooperation. Most businesses now manage their work using teams and this course will set students on the right track to learning about teamwork. When students search for a job, most employers will ask about teamwork experiences. This course will provide in-Class team exposure.

5. **Writing & Analysis** - Students will complete some case analysis and write reports for case analyses. These cases are designed to improve writing skills by learning to write a concise analysis of management cases. This also involves an analytical component. Both writing and analysis should prepare students for higher level classes.

6. **Internet** - Students need to further develop internet skills to identify various resources available for organizations and to use them in enhancing decision making and analytical skills.

**Required Textbook**

Course Hours

The course has 25 sessions in total. Each class session is 120 minutes in length. The course meets from Monday to Friday.

Grading Policy

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Tests/Exams (2)</td>
<td>40%</td>
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<tr>
<td>Final Case Study Project (1)</td>
<td>20%</td>
</tr>
<tr>
<td>Project Presentation – group</td>
<td>10%</td>
</tr>
<tr>
<td>Online &amp; Class Quizzes</td>
<td>20%</td>
</tr>
<tr>
<td>Exercises/Assignments</td>
<td>10%</td>
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<tr>
<td>Total</td>
<td>100%</td>
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Academic Dishonesty: I diligently pursue all cases of academic dishonesty. Please see the student conduct code if you do not understand this issue. Academic dishonesty includes representing the work of another as one’s own work or cheating by any means. Academic dishonesty also includes aiding, abetting, concealing or attempting such activity. The usual penalty is an F in the course and possible suspension from the University.

Structure: The class will meet daily at the assigned time and location. Class meetings will involve lectures, videos, and discussion of management issues, case studies, exercises, and two tests. Students will be assigned a group. These groups are formed to complete various course requirements & exercises. Groups will not be modified once they are assigned.

Tests: 400 points (~40% of total grade) 2 multiple choice exams will be given. The first exam will be 40 questions and will be worth 200 points. The second exam will be comprehensive and will contain 40 questions worth 200 points. There is no preview of the exam and the exams are comprehensive to the first day of class.

Case Studies/Project Proposal: 200 points (~20% of total grade) One marketing product development project will be assigned. Projects WILL require significant out of class work and will be done as a group. Student MUST consult and work closely with their group members. All
students within the group will be required to be fully active and participating. Product project
must be typed and must use terminology found in the text or used in the course. The final
professional project proposal is due the LAST day of class. Late work will not be accepted.

**Project presentation:** 100 points (~10% of total grade) There will be a group Power point
presentation of the final product project presentation. Each student is expected to participate in
the presentation. Details will be provided during week 3

**Online quizzes:** 20 points (~20% of total grade) There will be in class and online quizzed
randomly given in the course

**Exercises:** 100 points (~10% of total grade) random exercises will be completed. These
exercises are to be completed individually. They are due at the beginning of class on the due date.

**Attendance:** Attendance is expected for all lectures and in class activities. Random attendance
will be taken.

**Extra Credit:** Extra credit is normally not available. However if opportunities come available,
all students will have the same access to the extra credit if so desired.

**Missing or Late Assignments:** Late assignments will NOT be accepted. There is NO makeup
work allowed for missed assignments.

**Grading Scale**

- **A** 92.51% or above
- **A-** 90% to 92.5%
- **B+** 87.51% to 89.9%
- **B** 82.51% to 87.5%
- **B-** 80% to 82.5%
- **C+** 77.51% to 79.9%
- **C** 72.51% to 77.5%
- **C-** 70% to 72.5%
- **D** 60% to 69.9%
- **F** 59.9% or less
Course Schedule

Week 1
Introductions and explanations of class
Formation of groups
Chapter 1 – Overview of Marketing: Creating value
Video – Did you know 3.0
Chapter 2 - Customer relationships
Chapter 3 – Analyzing the Environment
Chapter 4 – Gaining Customers Insights
VIDEO – Crazy People
Chapter 5 – Consumer Buyer Behavior

Week 2
Chapter 6 – Business Buyer Behavior
Chapter 7 - Creating Value for Target Markets
VIDEO – Outsourced
Chapter 8 - Building Customer Value
Chapter 9 – New Products and Product life cycles
TEST #1

Week 3
Chapter 10 – Setting Prices & Chapter 11- Pricing Strategies
Chapter 12 – Marketing Channels
Chapter 13 – Retailing and Wholesaling
Chapter 14 – Communication Strategies

Week 4
Chapter 15 – Advertising & Public Relations & Chapter 16 – Personal Selling
Academic Honesty

Jinan University defines academic misconduct as any act by a student that misrepresents the students’ own academic work or that compromises the academic work of another scholastic misconduct includes (but is not limited to) cheating on assignments or examinations; plagiarizing, i.e. misrepresenting as one’s own work any work done by another; submitting the same paper, or substantially similar papers, to meet the requirements of more than one course without the approval and consent of the instructors concerned; sabotaging another’s work within these general definitions, however, Instructors determine what constitutes academic misconduct in the courses they teach. Students found guilty of academic misconduct in any portion of the academic work face penalties ranging from lowering of their course grade to awarding a grade of F for the entire course.