



BSMT 400A MARKETING MANAGEMENT

Term: Spring, 2010

Course Number: BSMT 400A

Instructor: Joseph Ferrallo

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E-mail: jferrallo@ccsj.edu primary

Course Time: Monday and Wednesday 12:00 p.m. to 1:30 p.m.

Course Dates: January 11 – May 1, 2010

Course Location: CCSJ – Whiting Campus, 2400 New York Avenue, Whiting, Indiana 46394

Instructor Background:

University of St. Francis, Joliet, Illinois

2007 - Master of Science in Training and Development (M.S.T.D.)

2006 - Master of Business Administration (M.B.A.)

1985 - Bachelor of Business Administration (B.B.A.)

I possess 23 years of experience in senior leadership positions for three fortune 100 companies in a variety of customer care, sales, service, marketing, operations, training and development, human resource and organizational development and efficiency roles. I currently serve as President, Strategic Operations Efficiency for a company in Tinley Park, Illinois.

Course Description:

This is an introduction to the process of marketing products and services in an organizational setting which meets the needs and wants of domestic and global customers. Segmentation, product, service, price, distribution and marketing communication strategies are explored. Factors affecting purchase behavior, new product/service development, marketing research and customer satisfaction will also be discussed.

Learning Outcomes/ Competencies: In this course a student will:

- Master an understanding of basic marketing concepts using the text, journal articles, personal observations and class exercises in a collaborative learning environment.
- Master an understanding of the four components of the marketing mix: product, price, promotion and place as well as distribution concepts using the text, journal articles, personal observations and class exercises in a collaborative learning environment.
- Discuss the importance of market research and have a basic understanding of research techniques and the use of primary and secondary data sources in a collaborative learning environment to satisfaction.

- Explore the move toward relationship marketing and the emphasis on customer satisfaction and value in a collaborative learning environment to satisfaction.
- Explore the role of the marketing function in an organization using available resources with necessary independence to satisfaction.
- Conduct a SWOT analysis using all available resources with necessary independence to satisfaction.
- Conduct basic market research using all available resources with necessary independence to satisfaction.
- Develop a basic marketing plan using all available resources with necessary independence to satisfaction.

Required Textbook: Armstrong, G. and Kotler, P. (2009). Marketing, an Introduction. 9th edition.
 Pearson Prentice Hall: Upper Saddle River, NJ. ISBN -13: 978-0-13-602113-1

Assessment:

Attendance	300 points
Class participation/collaboration	300 points
Homework Assignments	100 points
Weekly Journal Article Papers	100 points
Group Exercises (In Class)	100 points
Tests	400 points
Marketing Plan and Power Point Presentation	<u>900 points</u>
Total Course Points	<u>2200 points</u>

Grading Scale:

A = 90 % to 100 %	2200 – 1980 points
B = 80% to 89.9 %	1979 – 1760 points
C = 70 % to 79.9 %	1759 – 1540 points
D = 60 % to 69.9 %	1539 – 1320 points
F = 59.0 % or less	Below 1319 points

Class Policy for Assignments:

Late work will only be accepted with prior approval. Grades for accepted late work may be lowered at the instructor's discretion. An "Incomplete" grade will only be given with prior approval; otherwise a failing grade will be assigned.

Grading Scale:

A = 90 % to 100 % B = 80% to 89.9 % C = 70 % to 79.9 % D = 60 % to 69.9 % F = 59.0 % or less

Class Assignments: It is expected that all chapters assigned will be read prior to class discussions.

Week	Class Date	Assignments	Date Due	
1	01/11/10 Monday	Syllabus Discussion	01/11/10	
		Final Project Discussion	01/11/10	
		Class Expectations	01/11/10	
	01/13/10 Wednesday	Read Chapters 1 – Creating Customer Value Overview and Participative Discussion	01/13/10 01/13/10	
2	01/18/10 Monday	NO Class – MLK Day	01/18/10	
		01/20/10 Wednesday	Read Chapter 2 – Partnering to Build Relationships Overview and Participative Discussion	01/20/10 01/20/10
			Journal Article Paper Due	01/20/10

3	01/25/10 Monday	Read Chapter 3 – Analyzing the Environment Overview and Participative Discussion	01/25/10 01/25/10
	01/27/10 Wednesday	Continue Discussion Chapter 3 In class Exercise - Research Homework Assignment 1 Due	01/27/10 01/27/10 01/27/10
4	02/01/10 Monday	Read Chapters 4 Managing Marketing Information and 5 –Understanding Buyer Behavior Overview and Participative Discussion	02/01/10 02/01/10 02/01/10
	02/03/10 Wednesday	Continue Discussion Chapters 4 and 5 Group Exercise (In Class)	02/03/10 02/03/10
5	02/08/10 Monday	Read Chapter 6 – Creating Value Overview and Participative Discussion	02/08/10 02/08/10
	02/10/10 Wednesday	Continue Discussion Chapter 6 Test 1 (Chapters 1 – 5) Journal Article Paper due	02/10/10 02/10/10 02/10/10
6	02/15/10 Monday	Read Chapter 7 – Building Customer Value Overview and Participative Discussion	02/15/10 02/15/10
	02/17/10 Wednesday	Continue Discussion Chapter 7 Homework Assignment 2 due	02/17/10 02/17/10
7	02/22/10 Monday	Read Chapter 8 – New Product Development Overview and Participative Discussion	02/22/10 02/22/10
	02/24/10 Wednesday	Continue Discussion Chapter 8 Group Exercise (In Class)	02/24/10 02/24/10
8	03/01/10 Monday	Read Chapter 9 – Capturing Customer Value Overview and Participative Discussion	03/01/10 03/01/10
	03/03/10 Wednesday	Continue Discussion Chapter 9 Journal Article Paper due	03/03/10 03/03/10
9	03/08/10 Monday	NO CLASSES – SPRING BREAK !! ☺	03/08 -03/12
	03/10/10 Wednesday		
10	03/15/10 Monday	Read Chapter 10 – Marketing Channels Overview and Participative Discussion	03/15/10 03/15/10
	03/17/10 Wednesday	Continue Discussion Chapter 9 Homework Assignment 3 due Test #2 (Chapters 6 – 10)	03/17/10 03/17/10 03/17/10
11	03/22/10 Monday	Read Chapters 11 – Retailing and Wholesaling and 12 – Communicating Customer Value Overview and Participative Discussion	03/22/10 03/22/10 03/22/10
	03/24/10 Wednesday	Continue Discussion Chapters 11 and 12 Group Exercise (In Class)	03/24/10 03/24/10

12	03/29/10 Monday	Read Chapters 13 – Personal Selling and 14 – Direct and Online Marketing Overview and Participative Discussion	03/29/10 03/29/10 03/29/10
	03/31/10 Wednesday	Continue Discussion Chapters 13 and 14 Journal Article due	03/31/10 03/31/10
13	04/05/10 Monday	Read Chapters 15 – The Global Marketplace and 16 – Marketing Ethics and Social Responsibility Overview and Participative Discussion	04/05/10 04/05/10 04/05/10
	04/07/10 Wednesday	Continue Discussion Chapters 15 and 16 Homework Assignment 4 Due Group Exercise (In Class)	04/07/10 04/07/10 04/07/10
14	04/12/10 Monday	Test #3 (Chapters 11 -16) Book Wrap Up Marketing Plan Presentation Preparation	04/12/10 04/12/10 04/12/10
	04/14/10 Wednesday	Marketing Plan Presentations – 1 Final Marketing Plan Paper & Presentation due	04/14/10 04/14/10
15	04/19/10 Monday	Marketing Plan Presentations – 2 Final Marketing Plan Paper & Presentation due	04/19/10 04/19/10
	04/21/10 Wednesday	Marketing Plan Presentations – 3 Final Marketing Plan Paper & Presentation due	04/21/10 04/21/10
16	To Be Determined	Final Exam Surveys (In Class) Review/Wrap-up (In Class)	TBD

Group Exercise (In Class): Group work will be an in class project on the day of class. Assignments and instructions will be discussed during each class.

Marketing Plan & Presentation: Guidelines and instructions will be provided during Week 1 session.

Weekly Marketing Journal Article Paper: Guidelines will be distributed with the Syllabus.

Homework Assignment: Guidelines will be distributed with the Syllabus.

Class Policy on Attendance:

Students are expected to attend all class sessions. If a student must miss a class session they are expected to contact the instructor prior to the class session.

Class Policy on Electronic Devices: Please turn off all cell phones, beepers, pagers, or other electronic devices during class.

Class Policy on Tobacco Use: CCSJ is a tobacco free campus. That includes tobacco use in oral form. Students are not allowed to chew tobacco in class.

Center for Academic Excellence:

The Tutoring Center is dedicated to supporting Calumet College of St. Joseph students. Students work with tutors to develop course competencies and study skills such as time management, test preparation, and note taking. In addition, students are provided with tutoring support to help pass courses, to improve their grade point average, and to promote continuing education and career advancement. Tutors have a specific charge: to help students learn how to master specific subject matter and to develop effective learning skills.

Tutoring is open to all students at Calumet College of St. Joseph at no charge and is available to support most introductory courses. Tutoring in support of some other courses is available as well.

The Tutoring Center is located in Room 413 (4th floor). The telephone number is (219) 473-4287 or (800) 700-9100 ext. 287.

Statement of Plagiarism:

If an instructor or other Calumet College of St. Joseph personnel find that a student has plagiarized or been involved in another form of academic dishonesty, the instructor or other personnel may elect to bring the matter up for judicial review. The maximum penalty for any form of academic dishonesty is dismissal from the College. The procedures for judicial review are listed under the CCSJ handbook section that addresses student grievances.

PLEASE NOTE:

Calumet College of St. Joseph subscribes to Turnitin.com and SafeAssign, and all papers can and may be submitted for checks on plagiarism from the Internet/Electronic sources/Databases.

Citation Guidelines:

Calumet College of St. Joseph adheres to citation guidelines as prescribed by the particular discipline (i.e., MLA, APA*** (see Note below), and Chicago Manual of Style or Turabian.). All of these guidelines are available in the Calumet College of St. Joseph library or bookstore. These texts outline how to cite references from a variety of sources, including electronic media.

NOTE: *BSMT 400A students will adhere to the American Psychological Association Guidelines (APA) style for all papers.**

Syllabus Modifications:

Modifications to this syllabus may be made to meet the needs of this specific class.

Withdrawal from Classes Policy:

After the last day for class changes has passed (see College calendar), students may withdraw from a course in which they are registered with permission from the faculty member conducting the course.

A written request detailing the reason(s) for the withdrawal must be filed with the Registrar. The Registrar must receive written request for withdrawal by the last day of classes prior to the final examination dates specified in the catalogue. Written requests may be mailed to the Registrar or faxed to the College fax number 219-473-4259.

Students are to make note of the refund schedule when withdrawing from courses. The request is forwarded to the faculty member, who makes the final determination to accept or deny the request. If the request is honored, the student will receive notification of official withdrawal; if denied, the notification will indicate why the withdrawal is disallowed.

An official withdrawal is recorded as a "W" grade on the student's transcript. Dropping a course without written permission automatically incurs an "F" grade for the course (see Refund Schedule).

Class Discussion and Participation Expectations:

When participating in class discussions, it is expected that students will demonstrate an applied understanding of the material that is being discussed.

The following guidelines will be used to determine a student's participation grade:

1. Demonstrated evidence that you have read the assigned work.
2. Demonstrated evidence that you have grasped the author(s) meaning.
3. Demonstrated evidence that you have reflected upon and given thought to the ideas, topics and work.
4. Demonstrated evidence that you have listened to your classmates input and experiences.
5. Demonstrated verbal reflection upon responses to interpretations.

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School Closing Information:

Internet:

<http://www.ccsj.edu>
<http://www.EmergencyClosings.com>
Facility: Calumet College of St. Joseph
Phone: 219-473-4770

Radio:

WGN - 720 AM
WBBM NEWS RADIO 780 AM
WLS – 890 AM
WAKE – 1500 AM
WIJE – 105.5 FM
WZVN – 107.1 FM

TV Channels:

2, 5, 7, 9, 32