

**University of North Texas at Dallas**  
**Summer I 2012**  
**SYLLABUS**

<b>MKTGD 5150: Marketing Management 3Hrs</b>	
<b>Division of Urban and Professional Affairs</b>	
<b>Instructor Name:</b>	<i>Dr. Laura Serviere-Munoz</i>
<b>Office Location:</b>	DAL2-335
<b>Office Phone:</b>	972-338-1809
<b>Email Address:</b>	<a href="mailto:Laura.Serviere@unt.edu">Laura.Serviere@unt.edu</a> *Preferred communication method
<b>Office Hours:</b>	M W 4:30-6:00PM
<b>Virtual Office Hours:</b>	<i>n/a</i>
<b>Classroom Location:</b>	DAL 2-307
<b>Class Meeting Days &amp; Times:</b>	M W 6:00PM
<b>Course Catalog Description:</b>	Application of concepts, tools and procedures employed by marketing managers. Specific attention is given to product development and management, promotion development and management, channel selection and management, physical distribution and management, and price setting and management. Students acquire the skills in the essentials of case analysis and written as well as oral presentation of their analysis. Oral presentations may be made using electronic media. Groups may be required for course work.
<b>Prerequisites:</b>	MKTG 3550 OR MKTG 5000
<b>Co-requisites:</b>	<i>n/a</i>
<b>Required Text:</b>	None
<b>Recommended Text and References:</b>	Readings are listed in the Blackboard System.
<b>Access to Learning Resources:</b>	UNT Dallas Library: phone: (972) 780-3625; web: <a href="http://www.unt.edu/unt-dallas/library.htm">http://www.unt.edu/unt-dallas/library.htm</a> UNT Dallas Bookstore: phone: (972) 780-3652; e-mail: <a href="mailto:1012mgr@fheg.follett.com">1012mgr@fheg.follett.com</a>
<b>Course Goals or Overview:</b>	The goal of this course is to provide knowledge about the areas that form the marketing field. An insight about many marketing areas will be discussed. Overall, this course presents an integrative customer-value/customer relationship framework.
<b>Learning Objectives/Outcomes:</b>	At the end of this course, the student will
1	Understand in a clear and holistic manner the marketing process
2	Understand the application of the marketing concepts to real life situations.
3	Apply marketing knowledge to the assigned cases
4	Employ critical thinking, an essential tool of inquiry, to develop a marketing plan. Critical thinking is the individual's judgment that results in interpretation, analysis, evaluation, and inference upon which the judgment is based (from <a href="http://www.insightassessment.com/dex.html">http://www.insightassessment.com/dex.html</a> ).

## Course Outline

This schedule is subject to change as needed by the instructor. Any changes to this schedule will be communicated during class. It is your responsibility to stay up to date with any changes.

## Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

**In class discussion leader/presenter**  
**In class participation**  
**Cases**

## University Policies and Procedures

**Students with Disabilities (ADA Compliance):** *The University of North Texas Dallas faculty is committed to complying with the Americans with Disabilities Act (ADA). Students' with documented disabilities are responsible for informing faculty of their needs for reasonable accommodations and providing written authorized documentation. Grades assigned before an accommodation is provided will not be changed as accommodations are not retroactive. For more information, you may visit the Student Life Office, Suite 200, Building 2 or call Laura Smith at 972-780-3632.*

**Student Evaluation of Teaching Effectiveness Policy:** *The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.*

**Assignment Policy:** Whenever any assignment is due, that requires some form of work to be turned in, it is due on the date noted in this syllabus in a typed/word processed format (unless otherwise noted). Please use 1 inch margins, Times New Roman size 12, double spaced. Late assignments will only be accepted *up to one day* after its due date with a ten point deduction for tardiness.

**Academic Integrity:** *Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Academic Integrity at [http://www.unt.edu/untDallas/policies/Chapter%2007%20Student%20Affairs,%20Education,%20and%20Funding/7.002%20Code%20of%20Academic\\_Integrity.pdf](http://www.unt.edu/untDallas/policies/Chapter%2007%20Student%20Affairs,%20Education,%20and%20Funding/7.002%20Code%20of%20Academic_Integrity.pdf) for complete provisions of this code.*

**Bad Weather Policy:** *On those days that present severe weather and driving conditions, a decision may be made to close the campus. In case of inclement weather, call UNT Dallas Campuses main voicemail number (972) 780-3600 or search postings on the campus website [www.unt.edu/dallas](http://www.unt.edu/dallas). Students are encouraged to update their Eagle Alert contact information, so they will receive this information automatically.*

**Attendance and Participation Policy:** *You are required to participate during in class discussions and to be a discussion leader/presenter as part of your evaluation. Attendance and participation is also essential to the integration of course material and your ability to demonstrate proficiency with the material presented. Students are also responsible to make up any work covered in class. It is recommended that if they are absent, that each student coordinate with a student colleague to obtain a copy of the class notes.*

**Diversity/Tolerance Policy:** *Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Center for Student Rights and Responsibilities as the instructor deems appropriate.*

**Use of WebCT/Blackboard:** *Students are encouraged to access the class' WebCT/Blackboard system to stay informed about class changes and any possible circumstances that might arise.*

**Use of Cell Phones & other Electronic Gadgets in the Classroom:** The use of cell phones and other electronic gadgets is strictly prohibited. Laptops/lpads/Tablets are allowed for note-taking purposes and for you to follow the class' power points. You are not allowed to record any classroom interaction unless you have a documented disability.

**Food & Drink in the Classroom** Unless otherwise indicated in the classroom, you are allowed to have a beverage (water, coke) during class time. Please do not bring food.

*Schedule*

Week	Mon Wed		Monday	Wednesday
	1	4	6	Marketing overview Strategy, Product, Price, Place and Promotion issues
2	11	13	Service case due International Marketing	International Mkt. cases due (2) Branding
3	18	20	Branding case due Social Media and in-class case	Customer service and Unprofitable customers and in-class cases (2)
4	25	27	Integrated Marketing Communications	Integrated Marketing Comm. case due Personal Selling and Sales Management In-class exercises
5	2	4	Distribution Strategy	Final case due