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School of Business

# 2. UNIVERSITY MISSION STATEMENT

Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success, and service to God and humankind.

# 3. COURSE NUMBER & NAME:

MKTG 5302-VC01, Marketing Analysis

# **4. TERM**:

SUMMER 2019

# **5. INSTRUCTOR**:

Andrew Honeycutt

# **6. CONTACT INFORMATION**:

Office phone: 404-895-2765

WBU Email: andrew.honeycutt@wayland.wbu.edu

Cell phone: 404-895-2765

# **7. OFFICE HOURS, BUILDING & LOCATION**:

M/W/TH 5:30-6:30

# **8. COURSE MEETING TIME & LOCATION**:

Meeting day & time: ONLINE

# **9. CATALOG DESCRIPTION**:

Marketing strategy and tactics in for-profit and not-for-profit sectors, including target marketing and marketing mix decisions in domestic and global settings. Case methodology, providing practice in marketing decision-making and the application of the strategic and tactical processes.

# 10. PREREQUISITE:

BUAD 5300

# **11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL**:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| A Preface to Marketing Management | Peter | 15th | 2019 | McGraw-Hill | 9781-26015-1619 | 10/1/18 |

# 12. OPTIONAL MATERIALS

# **13. COURSE OUTCOMES AND COMPETENCIES**:

* Apply the basic principles of marketing, including the marketing mix, the marketing concept, market segmentation, and the product life cycle.
* Utilizing actual marketing cases, analyze financial statements, marketing strategies, distribution challenges, and pricing issues.
* Synthesize historical perspective, analytical tools, and theoretical frameworks with current literature (research and practice) to design and conduct a market analysis.
* Synthesize market intelligence and customer data in the implementation of marketing strategies and tactics.
* Examine the challenges of globalization through research and practice.
* Identify and analyze ethical and social management issues.

# 14. ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

# **15. STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY**:

Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

# **16. DISABILITY STATEMENT**:

In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

# **17. COURSE REQUIREMENTS and GRADING CRITERIA**:

**(Include information about term papers, projects, tests, presentations, participation, reading assignments, etc. and how many points or what percentage of the final grade each of these components or assignments is worth)**

* **Discussion Board\* 100 Points**
* **Exam I 100 points**
* **Exam 2 100 points**
* **Exam 3 100 points**
* **Exam 4 100 points**

Total 500 points

\* Every two weeks you will be asked to reflect on and respond to a Discussion Board question and post your contribution to the topic on the Discussion Board. Your contribution to the topic should be clear, complete, and accurate. This assignment also requires that you read the answers posted by your classmates and each week respond to at least two of those postings.

Your answers must be posted no later than noon on the Saturday of each week. Your responses to the answers of other students are due no later than noon the following day (Sunday). Late discussion responses and replies will receive NO credit. .

Make sure you check your answers for spelling and grammar. You may go back and edit your answer but not remove it. When you are ready, post your answer.

**17.1 Include Grade Appeal Statement:** “Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which

h may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs/Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.”

# 18. TENTATIVE SCHEDULE

Week 1

* Part A -  Introduction
* Chapter 1: Strategic Planning and the Marketing Management Process
* SECTION II  - ANALYZING MARKETING PROBLEMS

Week 2

* Part B - Marketing Information, Research, and Understanding
* Chapter 2: Marketing Research: Process and Systems for Decision Making
* Chapter 3: Consumer Behavior

Week 3

* Exam 1 (Chapters 1-3)
* Chapter 4: Business, Government, and Institutional Buying
* Chapter 5: Market Segmentation

Week 4

* Part C - The Marketing Mix
* Chapter 6: Product and Brand Strategy
* Chapter 7: New Product Planning and Development

Week 5

* Exam 2 (Chapters 4-7)
* Chapter 8: Integrated Marketing Communications

Week 6

* Chapter 9: Personal Selling, Relationship Building, and Sales Management
* SECTION III - FINANCIAL ANALYSIS FOR MARKETING DECISIONS

Week 7

* Chapter 10: Distribution Strategy

Week 8

* Exam 3 (Chapters 8-10)
* Chapter 11: Pricing Strategy

Week 9

* Part D - Marketing in Special Fields
* Chapter 12: The Marketing of Services
* Chapter 13: Global Marketing

Week 10

* Exam 4
* SECTION IV - DEVELOPING MARKETING PLANS

# 19. ADDITIONAL INFORMATION

Faculty may add additional information if desired.