

**WAYLAND BAPTIST UNIVERSITY**

**VIRTUAL CAMPUS**

**SCHOOL OF BUSINESS**

**SYLLABUS**

1. 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.

2. Course: **MKTG 5302** – {0X}, Marketing Analysis

3. Term: Spring 2014

4. Instructor: Gilbert J. Werema, Ph.D

5. Office Phone and email: 972-978-1807(C) /weremag@wbu.edu

6. Office Hours, Building, and Location

7. Class Meeting Time and Location: Virtual campus

8. 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.

9. Prerequisites: MKTG 3312.

11. Required Textbook and Resources:

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| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| **Marketing Management** | **Peter**  | **11th** | **2013** | **McGraw-Hill** | **978-007786-1056** | **6/11/13** |

12. Optional Materials:

13. Course Outcome 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:

The university handbook makes it clear that students should make class attendance a priority. All absences must be explained to the instructor who will then decide if any missed worked may be made up. If any student missed 5 classes, the instructor will advise the student and file an unsatisfactory progress report with the director of the campus.

15. Disability Statement: “It is university policy that no otherwise qualified disabled person be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university.”

All on-line course students are required to have access to the Internet, an e-mail account and access to a computer with a Microsoft Word Processing capability. Assignments are due no later than the first of the week following the week of the assignment. For example if the work for week one is read and submit answers to questions, then the work is submitted at the start of the second week.

**NOTE**: The web page/URL for this course is [http:/virtualcampus.wbu.edu](http://virtualcampus.wbu.edu/).

Use of anti-virus software for computers is highly recommended.

**EXAMS:** exams will consist of multiple choices and short essay questions, covering materials assigned by the instructor. Dates for the exams are included in the class schedule. There will be no make-ups for missed exams, except for documented cases of sudden illness of unforeseeable circumstances. However, should you have any conflicts in exams schedule, let me know so that we can find an alternative that is mutually acceptable.

**QUIZZES:** Quizzes will be given randomly throughout the semester

**MARKETING PLAN**: Groups will be required to complete a **marketing plan** for a specific product. A formal presentation of the plan will be required during the final week of class. Power point or other presentation software or visual aids must be used in the presentations. Additional instructions will be given during the first week of class.

**CASE STUDY**: you will complete several case studies during the semester.

**GRADING SCALE**

A 90 – 100

B 80 – 89

C 70 – 79

D 60 – 69

F BELOW 60

**GRADING POLICY:**

Midterm Exam 100

Final Exam 100

Marketing Plan 100

Case study 100

Quizzes 100

TOTAL POINTS POSSIBLE 500

**HANDICAP PROVISION:**

The instructor will for facilities, mode of instruction and other accommodations to the maximum extent to provide for an equal learning experience for physically challenged students. Any student, who because of a disabling condition may require some special arrangements in order to meet course requirements, should contact the instructor on the first day of class to make the necessary accommodations

**CLASS SCHEDULE:**

Week Date Assignment Chapter