



## UNIVERSITY OF CENTRAL ARKANSAS COLLEGE OF BUSINESS VISION, MISSION, AND CORE VALUES STATEMENT

### **Vision**

Our vision is to be recognized as the business college of choice for undergraduate and masters programs among public business colleges in Arkansas and the region, with national recognition in selected fields or areas.

### **Statement of Mission and Core Values**

Our mission is to provide high quality business education to our undergraduate and graduate students through the delivery of a current and responsive curriculum that promotes intellectual and professional development. We promote excellence through our scholarly endeavors and service to our stakeholders through strong engagement with the regional and global business community.

In carrying out this mission, the College of Business is guided by the following core values:

#### **1. Intellectual Excellence.**

- 1.1. Educate students: We promote intellectual and professional development of students by emphasizing communication, critical and analytical thinking, collaboration, information management and a broad exposure to key business disciplines.
- 1.2. Scholarship: We believe that faculty and students should engage in professional development and scholarly endeavors that promote the application and creation of knowledge in business practice and education.
- 1.3. Cultural competence: We maintain and develop current and responsive curriculum that prepares students for the global business environment through broad exposure to key business disciplines.
- 1.4. Physical learning environment: We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.

#### **2. Community.**

- 2.1. Collegiality: We encourage transparency in our decision making practice through a process of shared governance based on interactions among faculty, staff, and students.
- 2.2. Service: We pursue collaborative partnerships between our internal and external stakeholders to promote life-long and experiential learning, research, service, and community interaction.

#### **3. Diversity.**

- 3.1. We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

#### **4. Integrity.**

- 4.1. Ethics: We are committed to ethical and responsible behavior in our own actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.
- 4.2. Responsibility: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

### **Learning Goals**

*Our graduates shall possess:*

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Effective Information Management Skills;
7. Understanding of a Broad Range of Business Disciplines.

## Course Syllabus

### Course Information

<b>Course Number:</b> MKTG 4355
<b>Course Name:</b> Marketing Management
<b>CRN:</b> 11547
<b>Semester:</b> Fall 2014
<b>Location:</b> College of Business, Room 214
<b>Class Hours:</b> 10:00am – 10:50am, MWF

### Instructor Information

<b>Name:</b> David Kim
<b>Office Location:</b> 312M
<b>Work Email:</b> davidk@uca.edu
<b>Phone:</b> 852-2476
<b>Office Hours:</b> 8:30am-11:30am & 12:30pm-2:30pm (Tues & Thurs), 1pm-2:30pm (Wed), and by appointment

### Prerequisites:

MKTG 3350 and six (6) hours of MKTG courses, or consent of instructor

### Textbook and Instructional Materials Required:

Best, Roger J. *Market-based Management*, 6th edition, Pearson Prentice-Hall, 2013.

### Course Description:

This is the writing intensive course required of all marketing majors. It explores the managerial aspects of the marketing function. Quantitative and qualitative analysis of the company, its customers and its competition, commonly used in solving marketing problems, will be emphasized. The course is organized around building and managing customer relationships.

### Course Objectives:

- Apply marketing management concepts to the identification of problems
- Examine marketing management issues in-depth
- Communicate the above accurately.

### Course Delivery Method:

Lecture and discussion of materials from reading assignments; assignments/quizzes in-class and homework.

Exams will be multiple choice and/or written answer. Questions will come from class and textbook. Written Assignment: This class has been designated a writing intensive class, and additional information about the written assignment will be given later. Homework and/or in-class exercises will be given throughout the semester.

**Grading:**

4 Exams @ 100 points each	400
Written assignment and other class work	100
<b>TOTAL</b>	<b>500 points</b>

Final grades in the course will be based on the following overall averages: 90% and over--A; 80%-89.9%--B; 70%-79.9% to 60%-69.9%--C; 50%-59.9%--D; and below 50%--F.

**Description of Major Deliverables/Course Requirements:**

**Class Schedule:**

Tentative Course Outline: Subject to change at the sole discretion of the Professor

DATE	TOPIC
Week 1 8/22	Introduction to Course
Week 2 8/25	Ch 1: Customer Focus and Managing Customer Loyalty
Week 3 9/1	<b>9/1 (Monday): Labor Day (no class)</b> Ch 2: Marketing Performance and Marketing Profitability
Week 4 9/8	Ch 3: Market Potential, Market Demand, and Market Share <b>Exam 1: 9/12 (Friday)</b>
Week 5 9/15	Ch 4: The Customer Experience and Value Creation
Week 6 9/22	Ch 5: Market Segmentation and Segmentation Strategies
Week 7 9/29	Ch 6: Competitor Analysis and Source of Advantage
Week 8 10/6	<b>Exam 2: 10/8 (Wednesday)</b>
Week 9 10/13	Ch. 7: Product Positioning, Branding, and Product Line Strategies Ch 8: Value-based Pricing and Pricing Strategies
Week 10 10/20	Ch 8: Value-based Pricing and Pricing Strategies <b>10/24 (Friday): Fall Break; No class</b>
Week 11 10/27	Ch. 9: Market Channels and Channel Mapping

DATE	TOPIC
Week 12 11/3	<b>Exam 3: 11/5 (Monday)</b> <b>Fall Career Fair: 11/5 (Wednesday); No class</b> Ch. 10: Marketing Communications and Customer Response
Week 13 11/10	Ch. 10: Marketing Communications and Customer Response Ch. 11: Portfolio Analysis and Strategic Market Planning
Week 14 11/17	Ch. 12: Offensive Strategies
Week 15 11/24	Ch. 12: Offensive Strategies Ch. 13: Defensive Strategies <b>11/26 &amp; 11/28 (Wednesday &amp; Friday): Thanksgiving Break</b>
Week 16 12/1	<b>Exam 4: 12/3 (Wednesday)</b>

**Policies and Procedures:**

**Attendance and Drop policies:** Attendance will be checked. You must notify me **in advance** if you will be absent and why. The following table summarizes the effect of absences and tardiness on your final grade.

No. of Unexcused Absences or Tardiness	Effect on Your Final Grade
5	Drop one letter grade
6	Drop two letter grades
7	Drop three letter grades
8	F or WF

**Assignment Submission:**

Assignments (both in-class and homework) will be assigned. You must be present in class to turn in assignment. Late assignments, or assignments sent by email will not be accepted.

**Makeup Exams:**

You must notify instructor in advance for missed exams. Failure to do so will result in a zero (0) for the missed exam. Make-up exams may be rescheduled at an appropriate time.

**Classroom Policies:**

To create the best learning environment, and to best prepare for your professional career, certain policies must be followed.

- Arrive to class on time.
- Please be respectful of other students and minimize disturbances during class: talking, arriving late, leaving early, etc.
- iPhones or other communication devices must be turned off and put away.
- You must me know ahead of time if you must leave early.

**Evaluations:**

Student evaluations of a course and its professor are a crucial element in helping faculty achieve excellence in the classroom and the institution in demonstrating that students are gaining knowledge. Students may evaluate courses they are taking starting on the Monday of the twelfth week of instruction Nov 4 through the end of finals week by logging in to myUCA and clicking on the Evals button on the top right.

**Academic Integrity Statement:**

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the Student Handbook. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy.

**Disabilities Act Statement:**

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Services, 450-3613.

**Sexual Harassment and Academic Policies:**

All students are required to familiarize themselves with the University of Central Arkansas policy on sexual harassment and on academic policies. These policies are printed in the Student Handbook.

**Title IX**

If a student discloses an act of sexual harassment, discrimination, assault, or other sexual misconduct to a faculty member, the faculty member cannot maintain complete confidentiality and is required to report the act and may be required to reveal the names of the parties involved. Any allegations made by a student may or may not trigger an investigation. Each situation differs and the obligation to conduct an investigation will depend on those specific set of circumstances. The determination to conduct an investigation will be made by the Title IX Coordinator. For further information, please visit:

<https://uca.edu/titleix>

**Emergency Procedures**

An Emergency Procedures Summary (EPS) for the building in which this class is held will be discussed during the first week of this course. EPS documents for most buildings on campus are available at <http://uca.edu/mysafety/bep/>. Every student should be familiar with emergency procedures for any campus building in which he/she spends time for classes or other purposes.

**Other Required Materials/Competencies/Resources: None**

**Accreditation & Assurance of Learning**

Learning Goal(s) Assessed in this Class

- There is no formal assessment activity scheduled in this class.  
 There is formal assessment activity scheduled in this class.

**Learning Goals:**

Written Communication Skills; Oral Communication Skills; Discipline Specific Knowledge

**Learning Objective:** Written assignments and discussion

**Measure:** Assessment Rubrics

**Benchmark:** Numerical scores on rubrics