

MARKETING ADMINISTRATION
MARK 6A61
Spring 2019

INSTRUCTOR: Dr. Alan. D. Lish
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TIME: Sec. 07963 Mar. 18 – May 9, ONLINE ONLY

OFFICE: CBB Rm 528C
OFFICE HOURS: By appointment only

Course Description

This FULLY ONLINE course provides the MBA candidate with an overview of marketing and marketing administration, including market segmentation, targeting, positioning and the marketing mix. It covers the fundamental building blocks of marketing, and how those fit together in order to create a comprehensive and effective marketing strategy.

- The course covers the frameworks of marketing strategy, including:
- how to create customer value,
- an introduction to consumer behavior
- the elements of pricing
- choosing and managing channel development
- the concepts of market segmentation and targeting.

The course's goal is to prepare MBA students for making critical strategic market decisions in today's business environment, and understanding the ramifications of marketing on finance, accounting, and human resources.

Course Objectives

Develop a comprehensive understanding of the components of marketing strategy, and provide a solid foundation for understanding the marketing mix.

Objectives include:

- Learn the framework of marketing strategy formation
- Learn how business can create value for their customers
- Learn how market research drives decisions and opportunities
- Understand how to segment and target potential customers
- Understand the process of developing products that meet market needs
- Learn how various pricing strategies are evolved
- Learn how to develop and manage distribution channels
- Learn about marketing communications and their role in the process

In addition, the Bauer College of Business sets the following learning goals for all MBA level classes:

- **Communication:** Students will demonstrate effective *written* and *oral* communication skills through class discussion and assignment submissions (although this online class has no “oral” component).
- **Cross Disciplinary Competence:** Students will demonstrate ability to integrate different functional areas in solving business problems using concepts and tools from previous marketing and management courses in the simulation.
- **Critical Thinking:** Students will demonstrate ability to analyze business situations and recommend appropriate actions in the online simulation.
- **Ethical Reasoning:** Students will demonstrate ability to identify ethical dilemmas and be able to recognize and evaluate alternative courses of action by demonstrating this ability in class discussions.

Here is some helpful information about how we will run our classes:

Class participation is required. Online classes are *student-driven* (as opposed to face-to-face classes, which are *instructor-driven*). You may be asked to engage in online discussions with classmates or others. This is where the learning originates in an online class, so participate!

Keep up with the schedule. You can't participate if you haven't done the readings.

Ask questions regularly. There will be other students wondering the same thing and you will help keep the class focused.

Required materials:

There is a Harvard Business Publishing course pack (price TBA), which contains articles for the course, cases, and other materials. Because this is a short course, please purchase the packet PRIOR to the start of class and review it prior to the first class. It is available at: (URL to be supplied prior to the start of the course).

Blackboard:

This course makes extensive use of Blackboard. *All communications, grades, assignments, power points, discussions and other important information are disseminated using Blackboard.* If you are not familiar with Blackboard, you should make sure you become familiar with it. Ignorance of how to use, access, or navigate around Blackboard is not an excuse for missed assignments or work.

The University has a number of ways that you can become familiar with Blackboard if you need assistance. Please check online at www.uh.edu/blackboard/ for details.

Grading: Final grades will be determined as follows:

Component	Percentage	Additional Information
Weekly quiz	20%	Online weekly quizzes, one for schedule week on the assigned reading
Written assignments	30%	Written case assignments
Class participation	20%	Discussions, weekly review questions, possible online discussion thread posts, weekly blogs and other assignments
Final exam	30%	Final
TOTAL	100%	

Total Points Earned	Grade		
93 - 100	A	73 - 76	C
90 - 92	A-minus	70 - 72	C-minus
87 - 89	B-plus	67 - 69	D-plus
83 - 86	B	63 - 66	D
80 - 82	B-minus	60 - 62	D-minus
77 - 79	C-plus	<59	F

Class participation

You are expected to participate in this class. At the very least, class participation is based on your contribution to online discussions. In addition, we encourage questions and discussions.

Late Work

Late assignments, either individual or team, are penalized 10% per day that they are late.

Unprofessional communication

Please act with courtesy and respect. There is absolutely no justification for vulgar, rude, impertinent, and demeaning communication directed towards team members, instructors, or administrative staff. Keep your communications professional and businesslike. ***Please, NO bulk emails on Blackboard.***

Some acts are defined by the university to be unacceptable. See Student Disciplinary Policies and Procedures: http://www.uh.edu/dos/resources/disp_policies.php

Unprofessional conduct

Act professionally. There is no justification for threatening team members, instructors, or administrative staff or exhibiting disruptive behavior (e.g., slamming books on a table, screaming, etc.). Such conduct may have legal implications. Physical violence and threats of physical violence should be reported to the University Police. If you have disagreements with team members please exercise good judgment and keep your discussions courteous and respectful.

Some acts are defined by the university to be unacceptable. See Student Disciplinary Policies and Procedures: <http://www.uh.edu/dos/policies.html>

Academic Honesty

The University of Houston Academic Honesty Policy is strictly enforced by the C. T. Bauer College of Business. No violations of this policy will be tolerated in this course. A discussion of the policy is included in the University of Houston Student Handbook, http://www.uh.edu/provost/policies/uhhonesty_policy.html. *Students are expected to be familiar with this policy.*

Accommodations for Students with Disabilities

The C. T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400), and present approved accommodation documentation to their instructors in a timely manner.

Other Information:

This syllabus and accompanying class schedule are tentative and subject to change. Changes and/or additions will be announced on the Blackboard. ***The instructor reserves the right to modify the course requirements, assignments, quizzes, exams, grading procedures, and other related policies as circumstances so dictate.*** Students are expected to adhere at all times to all applicable University, College, and departmental policies and regulations.