Standard Course Outline

MKTG 600
Seminar in Marketing Management

1. **General Information:**
   - Units: 3 credits
   - Prerequisites: Marketing 500 or equivalent and MBA Standing
   - Course Coordinator: Chair
   - Date Prepared: May 2012

2. **Catalog Description:**

   Identifying and solving marketing problems. Advanced case analysis and discussion. Application of marketing principles and techniques including the use of information systems, databases, behavioral theories, financial analysis, and management techniques.

3. **Curriculum Justification:**

   The curriculum is intended to give graduate students the necessary marketing skills to: (1) analyze specific situations; (2) devise realistic and feasible marketing plan alternatives; (3) suggest specific courses of action; and (4) implement and manage the chosen marketing strategies. The course has two main components to allow each student’s analytical and critical thinking skills to emerge, extensive case analyses and simulations. Students must think at various corporate levels and assume various roles to maximize their learning experience.

4. **Program-level Learning Objectives:**
   - **Learning goals – Critical Thinking:**
     1. Students will understand the role of marketing managers that incorporates marketing management decision making in product policies, promotional plan, distribution channels, advertising and pricing strategies.
     2. Students will analyze marketing situations by identifying and evaluating related information and available marketing research in order to develop realistic and feasible marketing plan alternatives.

5. **Course-level Learning Objectives:**
   - **Learning goals – Ethics:**
1. Students will demonstrate that they are aware of the ethical and social responsibility issues in marketing.
2. Students will make marketing decision using ethical, legal and socially responsible choices in a marketing context.

- **Learning goals – Business Functions:**
  1. Students will demonstrate the business (marketing, management, accounting, finance, and operations) skills that allow them to design implement and improve the marketing mix (product, price, channels and promotion) and enable them to make sound and realistic marketing decisions.
  2. Students will demonstrate that they understand the concepts and components of marketing plans and be able to deploy them into feasible marketing plan alternatives that are appropriate to business environment.

- **Learning goals – Domestic & Global Environment:**
  1. Students will demonstrate business skills to analyze and assess situations in both a domestic and international setting. They will recognize the important factors that drive consumer decision making regardless of the cultural and economic differences present in the relevant business environment.

- **Learning goals – Quantitative and Technical Skills:**
  1. Students will demonstrate quantitative and statistical skills necessary to make strategic business decisions involving the calculations of metrics such as break-even analysis, customer lifetime value, acquisition cost, etc.

- **Learning goals – Interpersonal, Leadership Skill and Team Skills:**
  1. Student will generate team/group decision-making through managing interpersonal conflict, negotiating and integrating their skills with others’ to produce marketing decisions and deliver oral presentations
  2. Students will demonstrate that they understand the common errors in team/group decision making and will be able to correct them as a team

6. **Outline of Subject Matter:**
This is a listing of the topics that must be covered in this course. It does not preclude other topics that are part of the Marketing area or the depth of some topics. As this class is a seminar class, the main materials used are case studies and simulations. Multiple choice exams are not allowed. All written individual and team assignments (including case write-ups and exams) must be submitted through Turnitin software. A textbook is optional and encouraged.

- Extended cases (Harvard Business School, Ivey, Sloan, Darden, etc.)
- Simulations (e.g, PharmaSim)

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<th>Topics</th>
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<td>1 Internal and external environment analysis</td>
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<td>2 Marketing Research</td>
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7. Instructional Policies:

- **Grading Policy:**
  - Final course grades shall be based on at least three (3), and preferably four (4) or more, demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third of the final course grade. See academic senate policy (http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2005/07/)

- **Policy on Classroom Behavior:**
  - All cell phones & other electronic devices (e.g., pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
  - Students are responsible for what transpired if they miss a class. It is the student’s responsibility to contact the instructor or a classmate to determine what was missed. See “Policy on Make-up Exam and Assignments” below.
  - Talking and other disruptive behavior are not permitted while classes are in session.
  - Students are expected and must do ORIGINAL work for all assignments, including exams. See “Academic Integrity” policy below.
  - It is the student’s responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.

- **Policies on Withdrawal, Late Withdrawals, and Incompletes:**
  - The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the CBA.

- **Academic Integrity:**
  - Students are expected to do original work for all assignments, including exams. Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials. Students are expected to adhere to CBA (http://www.csulb.edu/colleges/cba/dean/academic-integrity/) and University policies regarding Academic Integrity (http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2008/02/). Please avoid an embarrassing or unfortunate situation.

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Please refer to the most updated university instructional policies posted online.
• **Campus Computer/Network Usage:**
  o Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the “Policy Governing Access to and Use of CSULB Computing Resources”. These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time sharing systems, some to microcomputers and local area networks, and some to all systems.

• **Disabilities:**
  o Students with disabilities are responsible for notifying their instructor as early as possible of their needs for an accommodation of a verified disability. A student with a disability is urged to consult with Disabled Student Services as soon as possible in order to identify possible accommodations to enhance academic success.