

Standard Course Outline

MKTG 600 Seminar in Marketing Management

I. General Information

- ♦ Course number: MKTG 600
- ♦ Title: Seminar in Marketing Management
- ♦ Units: 3 credits
- ♦ Prerequisites: MKTG 500 or equivalent and MBA standing
- ♦ Course Coordinator: Department Chair
- ♦ Date prepared/revised: October 2020

II. 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. Letter grade only (A-F).

III. Curriculum Justification(s)

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.

IV. Course Objectives, Student Learning Outcomes, Evaluation Instruments, and Instructional Strategies for Skill Development

A. Program-Level Learning Objectives:

- **Learning goals – Critical Thinking:** 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. 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.

B. Course-Level Learning Objectives:



- **Learning goals – Ethics:** Students will demonstrate that they are aware of the ethical and social responsibility issues in marketing. Students will make marketing decision using ethical, legal and socially responsible choices in a marketing context.
- **Learning goals – Business Functions:** 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. 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:** 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:** 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:** 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. Students will demonstrate that they understand the common errors in team/group decision making and will be able to correct them as a team.

V. Outline of Subject Matter

Below 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 but encouraged.

1. Internal and external environment analysis
2. Marketing Research
3. Buyer Behavior
4. Domestic and Global Issues
5. Product/Service Policies/Branding
6. Promotion
7. Channel Management

8. Ethics, Corporate Social Responsibilities, and Sustainability
9. Pricing Strategies
10. Marketing Strategy Implementation, Evaluation, and Control

VI. Methods of Instruction

A. Instruction Mode

- Traditional
- Hybrid
- Local Online
- Distance Education

B. Classroom Activities

The course should include the following components:

- In-class data analysis exercises
- Case analysis assignments with real world data: Case writing to recommend a proper course of action based on analytic results
- Course group project: Define business problem, collect and clean data, conduct a statistical analysis, and recommend a course of action. A group presentation should be required. Data analysis project with a client can be accommodated as this group project.
- Examinations: Should include questions that use a software package to analyze data. Formats should require students to demonstrate critical thinking and application/problem solving skills. Multiple choice exams are not allowed.

C. Extent and Nature of Technology Use:

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.

VII. Information about Textbooks/Readings

There is no standardized text for all sections of this course. Due to the dynamic nature of the subject matter, course materials are based on the most current and available relevant readings. Examples include:

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

VIII. Instructional Policies Requirements

A. 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.
- Examinations preferably use short answer questions, essays, and must require some form of application, critical thinking, and / or integrations of concepts. Multiple-choice questions should be less than 50% of the total exam points. If multiple-choice questions are used, they should predominantly focus on concept and technique application, not simple recall or recognition.
- See [Academic Senate Policy Statement 12-03: Final Course Grades, Grading Procedures, and Final Assessments](#).

B. 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.
- See also [Department of Marketing Classroom and Online Conduct Policies](#).

C. 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 COB.

D. 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 the [College of Business policy on academic integrity](#) and the University's [Academic Senate Policy Statement 08-02: Cheating and Plagiarism](#). Please avoid an embarrassing or unfortunate situation.

IX. Disabilities:

The [Bob Murphy Access Center](#) (BMAC) provides certification for students with disabilities and helps arrange relevant accommodations. Any student requesting academic accommodations based on a disability is strongly encouraged to register with Disabled Student Services (BMAC) each semester. A letter of verification for approved accommodations can be obtained from BMAC. Please be sure to provide your instructor with BMAC verification of accommodations as early in the semester as possible. The phone number for BMAC is (562) 985 5401. The email address is: bmac@csulb.edu.

X. Assistive Technology

In compliance with [Accessibility and Faculty Responsibility for the Selection of Instructional Materials \(PS 08-11\)](#), instructors are responsible for ensuring that their syllabi and instructional materials are accessible to all students.

XI. Consistency of SCO Standards across Sections

All future syllabi will conform to the SCO. The course coordinator should review the SCO and offer advice and/or materials to faculty member new to teaching the course. The course coordinator may offer or require regular review of instructors' course materials as well as anonymous samples of student work.

XII. Additional Resources for Development of Syllabi

- [Academic Senate Policy 11-07: Course Syllabi and Standard Course Outlines](#)
- College of Business [Accessible Syllabus Template](#)
- Faculty Center [Course and Syllabus Design](#)