MKT 302 MARKETING 47794

Oakland University
School of Business Administration
Fall 2007
Wednesday, 6:30-9:50 pm

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Course Website: Moodle
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Office Hours: Tuesday 1:00-3:00pm, by appointment

TEXTBOOK

COURSE OBJECTIVES
The course is designed to help students understand marketing both from theoretical level and from real world perspective. A good theory is usually the best way to guide the practice. A good practice is usually the best way to verify the theory. A smart marketing value decision is based on a careful and strategic marketing plan. Marketers should understand the consumer’s specific value, and create, communicate and deliver the coherent value. The course offers both intellectual understanding of Marketing theories behind the world of business, and the immediate resolution skills of real cases inside the world of business.

TEACHING PHILOSOPHY
I hear, and I forget; I see, and I remember; I do, and I understand
--an old proverb
Teaching is not a one-way lecture. No theory or practice could be understood without a voluntary participation and engagement in the intellectual reflection process. The teaching philosophy of this course is to give the students the key to get into the world of Marketing, and encourage the students to explore the world themselves, by attending the class, reading the textbook and additional materials, and by gaining real world experiences.

CLASS EXPECTATION

Students are highly encouraged to ask questions. How to communicate is the key to succeed in the world of Marketing and business. The communication is aimed to resolve the non-understanding of the concepts or cases. However, no negotiation of grades will be tolerated by the instructor. Respect for each other in class is a necessity for the free exchange of ideas. Any rude behavior (including using laptop, eating or talking about irrelevant topics in class, being loud and impolite when the instructor or other students make presentations, leaving the classroom abruptly during the class, complaining without a reasonable excuse etc.) and plagiarism will have significant negative impact on the total evaluation and grades.

COURSE REQUIREMENT

The students’ final grade will be based on the quality of their work and the seriousness of their class preparation and participation. Regular class attendance and successfully accomplished assignments, final examination and final project permit students to get the course credit. The class attendance permits discussion of concepts and case studies in class; the assignments aim to help students understand the concepts by case studies; the final examination aims to verify the students’ understanding of Marketing theories introduced in class; the final project aims to verify the students’ application of the theories to the real world through contact with enterprises.

GRADE STRUCTURE

Class attendance: 5%
Assignments: 15%
Final project (individual): 50%
Final examination: 30%
CLASS ATTENDANCE AND PARTICIPATION

Students’ class attendance will influence their final grade (5%). Class attendance will be evaluated by random attendance inspection and class discussion and participation.

ASSIGNMENTS

Please go to moodle for additional course materials and assignments (the materials and assignments will be put online before each course). Assignments should be handed in through the moodle system before the deadline (15%). No completed assignment will be collected in class.

FINAL PROJECT

Students will have individual project to hand in two weeks before the final exam. The final project will be a Marketing strategy report for an automobile company. Students will choose one specific automobile. Students will have at least one interview with a customer before writing the final report. As well, students should also get the information about Marketing environment. On the basis of the interview and the Marketing environment research, students will write, as a Marketing professional, a Marketing report. This report should include the discussion of whether and how the Marketing action satisfies the consumer’s value. Details about the writing style sheet and the required content will be presented at the end of the first session.

Half (based on random assignments) of the class will interview consumers purchasing the automobiles; the other half will interview consumers leasing the automobiles.

The final project should be developed during different periods:

At the end of session 2: a general Marketing plan should be handed in
At the end of session 4: an interview guide with the consumer should be handed in
At the end of session 9: the interview transcription with the consumer should be handed in
At the end of session 11(optional): the first version of Marketing report could be handed in for
FINAL EXAMINATION

There will only be one examination (final exam) for the whole semester. However, no make-up exams will be possible.

MKT 302 COURSE SCHEDULE

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